

10 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 7-13, 1987

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE OF T/C						K E Y		HOUSEHOLD AUDIENCES AVG. SH AVG. AUD. % AUD. 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
											TOTAL WORKING LOH				W O M E N					M E N					T E E N S		C H I L D R E N								
											PERS	WOMEN	18-49	18- W/CH	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.									
											(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-17	12-17	2-6	6-11					
EVENING																																			
ABC BUSINESS BRIEF-WED											A	11.3	19	1001	1676	260	255	105	719	313	488	401	240	215	436	238	318	260	123	95	225	149	295	190	
WED 8.58P 1 ABC 2											B	10.7	18	948	1700	316	291	116	758	336	526	440	282	207	419	225	314	241	144	84	228	128	296	189	
166 81 N 2											C	10.7	18	948	1700	316	291	116	758	336	526	440	282	207	419	225	314	241	144	84	228	128	296	189	
ABC BUSINESS BRIEF-FRI											A	7.6	15	673	1520	252	187	53A	748	169	330	307	302	371	389	117	220	189	214	126	192	125	191	169	
FRI 8.28P 1 ABC 2											B	8.9	17	784	1549	284	201	69	744	238	366	327	273	329	371	133	213	188	170	126	165	108	269	200	
180 85 N 2											C	8.9	17	784	1549	284	201	69	744	238	366	327	273	329	371	133	213	188	170	126	165	108	269	200	
ABC COLLEGE FTBLL SPECIAL(S)											A	10.8	20	957	1480	227	165	25A	516	120	231	238	264	239	835	258	447	443	410	305	86	17v	43A	26A	
MON 8.00P 217 ABC 2																																			
209 99 SE																																			
U.S.C. VS MICHIGAN STATE											A	9.4	17	833	1536	237	171	34A	597	100	243	275	322	294	819	239	437	452	413	290	70A	29A	50A	23A	
8.00 - 8.30											A	11.4	20	1010	1437	240	166	35A	526	113	221	248	283	249	807	213	412	439	424	310	60A	16v	43A	28A	
8.30 - 9.00											A	12.1	20	1072	1507	231	160	34A	509	128	236	252	258	226	843	284	475	457	398	293	92	24A	63	35A	
9.00 - 9.30											A	11.1	19	983	1477	217	155	21A	493	129	232	242	242	217	856	299	486	464	407	288	83	17A	44A	24A	
9.30 - 10.00											A	11.9	21	1054	1470	235	182	15v	502	137	245	232	241	214	845	248	433	438	422	322	85	15v	39A	28A	
10.00 - 10.30											A	11.3	21	1001	1495	241	190	15v	512	139	250	234	253	221	854	261	449	442	423	318	99	10v	30A	21A	
10.30 - 11.00																																			
11.00 - 11.30											A	8.8	19	780	1462	194	133	22A	487	91	187	186	257	267	829	261	440	414	390	318	115	8v	31A	21v	
11.30 - 12.00											A	8.6	22	762	1458	188	133	28A	499	76A	204	222	295	262	813	266	434	425	368	298	116	9v	29A	7v	
ABC NEWSBRIEF-TUE											A	12.0	21	1063	1532	372	322	100	771	407	584	478	283	135	440	230	315	255	153	109	200	121	121	69	
TUE 9.58P 1 ABC 2											B	11.2	20	988	1537	353	303	99	768	358	547	445	313	174	446	233	333	272	163	94	191	117	132	93	
179 86 N 2											C	11.2	20	988	1537	353	303	99	768	358	547	445	313	174	446	233	333	272	163	94	191	117	132	93	
ABC NEWSBRIEF-WED											A	7.2	12	638	1682	184	184	106	733	308	427	353	258	281	531	281	378	329	199	127	168	81A	251	151	
WED 9.58P 1 ABC 2											B	7.8	14	687	1675	248	228	104	753	287	431	356	291	299	536	251	380	348	221	119	160	65A	226	146	
155 76 N 2											C	7.8	14	687	1675	248	228	104	753	287	431	356	291	299	536	251	380	348	221	119	160	65A	226	146	
ABC NEWSBRIEF-THU											A	6.3	11	558	1483	187	128	17v	715	116	277	312	390	374	677	184	335	350	319	292	34A	34A	57A	39A	
THU 9.58P 1 ABC 2											B	6.9	12	611	1529	211	138	47A	718	172	295	297	345	362	671	203	346	330	321	277	57A	36A	84	59A	
172 83 N 2											C	6.9	12	611	1529	211	138	47A	718	172	295	297	345	362	671	203	346	330	321	277	57A	36A	84	59A	
ABC NEWSBRIEF-FRI											A	6.2	12	549	1520	301	227	107A	783	261	393	428	302	312	308	76A	182	201	197	83A	165	109A	263	215	
FRI 8.58P 1 ABC 2											B	6.6	13	585	1577	326	266	117	740	299	448	437	290	235	427	145	275	289	228	109	167	91	243	169	
179 87 N 2											C	6.6	13	585	1577	326	266	117	740	299	448	437	290	235	427	145	275	289	228	109	167	91	243	169	
ABC NEWSBRIEF-SAT											A	4.1	8	363	1823	326	255	81A	856	243	463	412	404	364	540	218	334	358	245	132A	175A	128A	252	209	
SAT 8.58P 1 ABC 2											B	4.4	8	390	1697	289	221	63A	759	249	414	323	327	325	540	216	355	352	240	130	179	117	220	167	
176 88 N 2											C	4.4	8	390	1697	289	221	63A	759	249	414	323	327	325	540	216	355	352	240	130	179	117	220	167	
ABC NEWSBRIEF-SUN											A	10.2	17	904	1683	346	253	78	822	223	474	487	457	266	644	187	370	445	371	153	100	77	117	70A	
SUN 10.01P 1 ABC 2											B	9.7	17	855	1720	372	277	74	853	275	506	484	431	275	586	199	354	369	301	146	117	91	165	87	
191 91 N 2											C	9.7	17	855	1720	372	277	74	853	275	506	484	431	275	586	199	354	369	301	146	117	91	165	87	
ABC SPORTS UPDATE-SAT											A	5.2	10	461	1752	336	301	101A	999	321	545	504	371	321	589	198	343	375	280	188	65A	31v	199	141	
CONT'D																																			

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP.7-13, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING			LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
								PERS	WOMEN			18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
								#STNS	CVG%		TYPE	(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-17	12-17	2-6	11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
EVENING CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 7-13, 1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
						AVG. AUD. %	SN %	AVG. AUD. 0.000	TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN			
									PERS	WOMEN	18-49	18- W/CH	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.				
DAY	TIME	DUR	NET	NO. OF					(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-17	12-17	2-11	6-11
EVENING CONT'D																												
BRONX ZOO(R)-CONT'D																												
	181	92	GD	2	C	8.7	15	771	1567	327	283	66	831	277	533	500	403	234	401	162	285	241	175	96	181	121	155	104
	9.00 - 9.30				A	8.6	15	762	1591	316	292	51^	807	270	496	480	373	250	435	156	284	259	199	122	204	120	144	115
	9.30 - 10.00				A	8.6	15	762	1626	358	331	55^	814	270	545	515	410	214	428	150	277	246	199	130	253	146	131	106
CAGNEY & LACEY(R)																												
MON	10.00P	60	CBS	2	A	12.0	22	1063	1491	321	237	66	796	237	482	484	404	263	543	218	364	333	266	138	91	56^	61	42^
	209	99	OP	2	B	11.5	21	1019	1471	324	236	77	815	239	469	464	410	286	496	173	321	304	254	137	95	61	65	36^
	10.00 - 10.30				C	11.5	21	1019	1471	324	236	77	815	239	469	464	410	286	496	173	321	304	254	137	95	61	65	36^
	10.30 - 11.00				A	12.1	21	1072	1511	328	241	59	785	246	483	485	399	249	548	231	380	346	262	132	100	60	77	58^
					A	11.8	23	1045	1483	316	235	74	813	231	486	488	412	280	542	207	351	322	273	145	83	53^	45^	27^
CATHOLIC CHURCH-AMERICA(S)																												
THU	9.00P	60	CBS		A	5.3	9	470	1380	191	112^	44^	789	138	242	312	296	473	517	110^	237	295	245	205	21^	19^	52^	20^
	206	99	DN																									
	9.00 - 9.30				A	5.6	9	496	1376	173	95^	57^	771	138	252	311	295	452	503	115^	240	303	244	189	19^	16^	84^	36^
	9.30 - 10.00				A	5.0	8	443	1384	211	130^	30^	809	138^	232	312	296	495	534	103^	234	286	247	222	24^	23^	17^	<<
CBS COLLEGE FTBL PRE (SP)(S)																												
SAT	8.00P	10	CBS		A	6.9	15	611	1509	267	175	28^	656	120	264	318	332	322	689	198	359	365	332	252	53^	13^	111	77^
204 98 SC																												
CBS COLLEGE FTBL GAME(SP)(S)																												
SAT	8.10P	210	CBS		A	9.1	18	806	1611	250	165	44^	587	144	266	302	303	259	884	246	455	490	457	327	49^	13^	91	50^
204 98 SE																												
ALABAMA VS PENN STATE																												
	8.00 - 8.30				A	7.2	15	638	1534	241	171	35^	581	117	236	266	286	292	816	216	417	443	425	289	62^	12^	75^	48^
	8.30 - 9.00				A	9.2	18	815	1570	219	136	38^	540	105	221	260	295	263	859	242	444	490	442	293	61^	10^	110	73^
	9.00 - 9.30				A	9.4	18	833	1591	213	143	38^	560	105	241	280	318	261	878	241	445	472	448	331	46^	10^	107	60^
	9.30 - 10.00				A	9.8	18	868	1646	228	149	52^	590	133	257	284	298	270	895	230	436	457	467	365	50^	15^	110	58^
	10.00 - 10.30				A	9.8	19	868	1652	250	167	47^	588	157	277	321	297	248	908	261	467	496	446	345	61^	22^	95	43^
	10.30 - 11.00				A	9.6	19	851	1611	263	167	45^	605	177	289	333	300	247	906	269	477	513	467	330	36^	9^	64^	30^
	11.00 - 11.30				A	8.7	18	771	1584	308	209	45^	610	192	310	329	303	240	877	253	476	536	471	297	32^	11^	65^	34^
	11.30 - 12.00				A	7.7	17	682	1671	332	235	39^	663	181	323	355	343	274	874	217	438	484	483	349	45^	17^	89^	51^
CBS REPORTS.(S)																												
THU	10.00P	60	CBS		A	5.0	9	443	1331	181	143^	62^	651	176	279	296	250	325	603	133^	314	340	288	234	50^	44^	26^	5^
	208	99	DN																									
THE IN THE RED BLUES																												
	10.00 - 10.30				A	5.3	10	470	1346	169	135^	59^	658	185	260	275	221	348	598	141	326	338	285	223	43^	38^	47^	9^
	10.30 - 11.00				A	4.7	9	416	1313	196	152^	64^	643	166	300	320	283	298	610	124^	301	342	292	246	58^	51^	<<	<<
CBS SUNDAY MOVIE(R)																												
SUN	9.00P	120	CBS	1	A	11.8	20	1045	1403	308	223	78	800	259	421	401	327	306	442	149	213	205	166	199	84	39^	78	53^
					B	11.8	20	1045	1403	308	223	78	800	259	421	401	327	306	442	149	213	205	166	199	84	39^	78	53^
CONT'D																												

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# PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 7-13, 1987

PROGRAM NAME DAY    TIME    DUR    NET    NO. #STNS    CVG%    TYPE    T/C					K E Y	HOUSEHOLD AUDIENCES AVG.    AVG. AUD.    SM    AUD. %    %    0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
									TOTAL WORKING				LOH 18-49 W/CH	W O M E N					M E N					T E E N S		C H I L D R E N							
									PERS	WOMEN	18-49			18-	18-	25-	35-		18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.							
									(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-17	12-17	2-6	11					
EVENING CONT'D																																	
CBS SUNDAY MOVIE(R)-CONT'D																																	
209    99    FF									1	C	11.8	20	1045	1403	308	223	78	800	259	421	401	327	306	442	149	213	205	166	199	84	39^	78	53^
NOBODY'S CHILD																																	
9.00 - 9.30										A	10.6	17	939	1436	313	220	57^	825	216	387	367	344	368	447	123	202	201	175	217	82	33^	82	57^
9.30 - 10.00										A	12.2	20	1081	1401	318	241	73	793	256	416	388	325	305	428	150	213	199	155	187	92	40^	87	56^
10.00 - 10.30										A	12.3	21	1090	1380	306	223	88	793	278	439	419	322	279	437	159	219	206	163	193	82	40^	68	50^
10.30 - 11.00										A	12.0	22	1063	1411	296	209	92	798	281	441	430	321	284	459	161	217	216	173	204	80	40^	74	51^
CHARMING(S)																																	
THU    8.30P    30    ABC									2	A	6.5	11	576	1585	211	182	61^	646	214	354	339	304	262	567	260	438	406	277	110^	91^	58^	281	229
195    98    CS									2	B	7.5	13	665	1680	251	216	83	643	263	402	348	282	220	546	263	402	343	230	123	167	79	324	242
										C	7.5	13	665	1680	251	216	83	643	263	402	348	282	220	546	263	402	343	230	123	167	79	324	242
CHEERS(R)																																	
THU    9.00P    30    NBC									2	A	24.8	42	2197	1724	382	328	107	812	341	543	486	330	211	516	229	364	321	226	121	168	94	228	114
204    99    CS									2	B	20.8	35	1838	1711	368	313	117	794	333	539	474	332	204	517	228	385	329	231	110	182	105	218	117
										C	20.8	35	1838	1711	368	313	117	794	333	539	474	332	204	517	228	385	329	231	110	182	105	218	117
CONSTITUTION(S)																																	
TUE    10.00P    60    ABC										A	9.9	19	877	1546	297	236	89	754	311	520	474	351	180	512	229	366	293	228	125	143	82	136	52^
189    96    DN																																	
10.00 - 10.30										A	10.7	20	948	1503	297	238	94	740	332	522	467	325	163	493	223	354	288	216	121	145	90	125	47^
10.30 - 11.00										A	9.2	18	815	1578	294	232	81	762	284	510	476	378	199	529	233	376	296	239	128	140	72^	148	57^
CRIME STORY(R)																																	
FRI    10.00P    60    NBC									1	A	9.6	19	851	1646	278	204	64^	675	175	355	362	339	267	648	239	387	345	297	216	161	51^	163	95
181    94    OP									1	B	9.6	19	851	1646	278	204	64^	675	175	355	362	339	267	648	239	387	345	297	216	161	51^	163	95
10.00 - 10.30										C	9.6	19	851	1646	278	204	64^	675	175	355	362	339	267	648	239	387	345	297	216	161	51^	163	95
10.30 - 11.00										A	9.7	19	859	1691	285	207	67^	694	189	366	373	342	271	647	241	396	355	297	206	169	59^	179	114
										A	9.5	19	842	1601	271	201	61^	655	161	344	351	335	262	648	237	378	336	298	227	152	43^	146	77
DALLAS(R)																																	
FRI    9.00P    60    CBS									2	A	7.1	13	629	1571	262	183	92^	856	187	420	458	434	362	464	85^	220	223	234	219	94^	82^	156	122
205    99    GD									2	B	7.2	14	633	1522	296	211	92	863	237	446	463	394	355	433	103	205	210	204	195	69^	59^	159	112
9.00 - 9.30										C	7.2	14	633	1522	296	211	92	863	237	446	463	394	355	433	103	205	210	204	195	69^	59^	159	112
9.30 - 10.00										A	6.8	13	602	1554	256	184	106	866	198	414	459	415	372	452	81^	199	201	215	230	91^	88^	145	114
										A	7.4	14	656	1586	267	183	80^	848	178	425	458	451	352	476	88^	240	244	252	209	97	76^	166	130
DESIGNING WOMEN(R)																																	
MON    9 30P    30    CBS									2	A	15.6	26	1382	1553	341	271	64	779	283	506	478	368	233	520	228	370	330	223	120	124	72	131	101
208    99    CS									2	B	15.1	25	1338	1557	369	290	85	791	291	509	478	368	230	497	226	366	325	203	104	139	88	130	86
										C	15.1	25	1338	1557	369	290	85	791	291	509	478	368	230	497	226	366	325	203	104	139	88	130	86
DISNEY SUNDAY MOVIE(R)																																	
SUN    7.00P    60    ABC									2	A	6.6	12	585	1772	225	170	90^	607	220	390	358	290	201	581	284	433	372	238	108^	179	92^	406	255
213    99    FF									2	B	8.0	16	709	1751	308	250	82	692	252	446	405	328	206	543	260	403	328	229	106	146	77	371	222
										C	8.0	16	709	1751	308	250	82	692	252	446	405	328	206	543	260	403	328	229	106	146	77	371	222
DOUBLE SWITCH, PART 1																																	
7.00 - 7.30										A	6.5	12	576	1724	245	180	97^	616	229	390	361	285	208	559	247	390	361	247	118	167	91^	382	243
7.30 - 8.00										A	6.7	12	594	1819	205	159	82^	598	211	391	355	295	194	602	319	475	383	229	97^	190	94^	429	266



# PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 7-13, 1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		C H I L D R E N			
									PERS	WOMEN	18-49	18- W/CH	18-	18-	25-	35-	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+
#STNS	CVG%	TYPE						(2+)	18+	49	<3		TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11
EVENING CONT'D																												
DOWN & OUT-BEVERLY HILLS					A	2.3	4	204	1868	298^	217^	103^	672	297^	504	470	332	114^	690	444	512	323	196^	153^	183^	175^	324	188^
SAT	9.00P	30	FOX	2	B	2.0	4	173	1785	264	194^	100^	632	256^	437	418	332	130^	655	390	498	349	232^	128^	201^	140^	297	178^
	112	84	CS	2	C	2.0	4	173	1785	264	194^	100^	632	256^	437	418	332	130^	655	390	498	349	232^	128^	201^	140^	297	178^
DUET(R)					A	1.9	3	168	1410	141^	74^	33^	556	207^	312^	312^	199^	207^	535	168^	350^	421	270^	108^	254^	173^	65^	35^
SUN	8.30P	30	FOX	2	B	2.0	3	173	1611	237^	190^	55^	645	311	441	388	231^	154^	608	265	462	387	245^	108^	173^	118^	184^	117^
	115	85	CS	2	C	2.0	3	173	1611	237^	190^	55^	645	311	441	388	231^	154^	608	265	462	387	245^	108^	173^	118^	184^	117^
ELLEN BURSTYN SHOW(R)					A	4.6	9	408	1713	319	245	88^	801	277	450	412	377	314	514	212	308	305	224	143^	164	134^	233	187
SAT	8.30P	30	ABC	2	B	5.1	10	447	1644	271	194	90^	745	244	386	341	334	322	508	197	311	310	225	144	154	118	238	170
	186	93	CS	2	C	5.1	10	447	1644	271	194	90^	745	244	386	341	334	322	508	197	311	310	225	144	154	118	238	170
EQUALIZER(R)					A	13.2	24	1170	1590	233	173	70	761	183	390	352	410	329	709	220	452	433	367	212	72	32^	47^	37^
WED	10.00P	60	CBS	2	B	13.6	25	1205	1610	280	209	70	762	196	407	391	398	311	684	219	438	421	349	207	89	40	75	53
	209	99	PD	2	C	13.6	25	1205	1610	280	209	70	762	196	407	391	398	311	684	219	438	421	349	207	89	40	75	53
	10.00 - 10.30				A	13.3	24	1178	1580	230	170	71	755	185	389	348	406	325	692	217	441	422	360	206	81	38^	51^	41^
	10.30 - 11.00				A	13.2	25	1170	1587	234	175	68	761	180	389	353	411	330	721	221	460	441	370	217	62	25^	43^	33^
FACTS OF LIFE(R)					A	11.9	23	1054	1629	302	241	84	864	271	415	341	305	418	438	135	232	217	213	177	144	80	184	121
SAT	8.00P	30	NBC	2	B	11.6	23	1025	1608	295	233	70	842	270	436	364	302	379	414	129	209	205	178	169	145	89	208	133
	194	95	CS	2	C	11.6	23	1025	1608	295	233	70	842	270	436	364	302	379	414	129	209	205	178	169	145	89	208	133
FAMILY TIES					A	29.0	45	2569	1925	398	345	105	779	349	563	480	340	169	655	313	491	409	285	112	210	114	281	188
SUN	8.16P	60	NBC	1	B	29.0	45	2569	1925	398	345	105	779	349	563	480	340	169	655	313	491	409	285	112	210	114	281	188
	205	99	CS	1	C	29.0	45	2569	1925	398	345	105	779	349	563	480	340	169	655	313	491	409	285	112	210	114	281	188
	8.00 - 8.30				A	25.3	41	2242	1911	399	345	99	772	353	564	491	333	159	628	305	473	393	271	100	213	116	298	197
	8.30 - 9.00				A	28.6	44	2534	1921	395	347	106	766	351	567	480	333	154	647	319	495	409	278	100	219	120	290	192
	9.00 - 9.30				A	33.0	51	2924	1940	402	342	108	804	342	557	473	355	199	686	307	496	418	306	140	194	102	256	175
GOLDEN GIRLS(R)					A	18.6	34	1648	1636	303	219	62	856	240	371	352	338	431	421	123	206	206	188	190	132	82	226	177
SAT	9.00P	30	NBC	2	B	17.7	33	1564	1646	290	205	68	891	231	382	351	365	464	431	115	203	207	198	195	122	75	202	143
	202	97	CS	2	C	17.7	33	1564	1646	290	205	68	891	231	382	351	365	464	431	115	203	207	198	195	122	75	202	143
GOOD EVENING AMERICA(S)					A	7.9	16	700	1556	296	209	134	855	282	462	501	365	294	503	161	262	265	227	171	79^	53^	119	78^
FRI	10.00P	60	ABC																									
	208	99	N																									
	10.00 - 10.30				A	7.9	15	700	1545	296	205	128	857	271	454	502	383	296	469	142	240	251	224	163	91	60^	127	87^
	10.30 - 11.00				A	7.8	16	691	1586	301	216	141	864	296	476	505	351	296	543	182	288	282	234	180	67^	48^	112	70^
GROWING PAINS(R)					A	20.2	33	1790	1724	383	338	125	753	358	586	493	312	135	413	219	312	256	150	82	258	165	301	196
TUE	8.30P	30	ABC	2	B	19.2	32	1697	1732	368	325	122	747	360	571	472	304	140	434	222	324	274	166	85	249	150	302	196
	206	99	CS	2	C	19.2	32	1697	1732	368	325	122	747	360	571	472	304	140	434	222	324	274	166	85	249	150	302	196
HEAD OF THE CLASS(R)					A	14.2	25	1258	1709	280	265	114	737	359	552	437	253	171	429	240	326	270	129	77	252	161	291	194
WED	8.30P	30	ABC	2	B	13.8	24	1223	1725	317	288	110	732	356	543	453	270	164	438	232	333	276	160	75	231	136	323	217
	197	95	CS	2	C	13.8	24	1223	1725	317	288	110	732	356	543	453	270	164	438	232	333	276	160	75	231	136	323	217

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 7-13, 1987

PROGRAM NAME DAY TIME DUR NET NO. OF T/C										HOUSEHOLD AUDIENCES K E Y AVG. AUD. % SH % AVG. AUD. 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
													TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN				
													PERS	WOMEN	18-49	18- W/CH	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.					
#STNS	CVG%	TYPE			(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11									
EVENING CONT'D																																	
HIGHWAY TO HEAVEN(R) WED 8.00P 60 NBC 2										A	10.2	18	904	1498	269	223	48A	799	167	362	384	379	371	414	94	183	184	203	200	106	68A	179	132
170 91 GD 2										B	10.1	18	890	1549	300	251	53	828	191	408	425	396	353	450	120	247	236	218	180	94	55	177	126
8.00 - 8.30										C	10.1	18	890	1549	300	251	53	828	191	408	425	396	353	450	120	247	236	218	180	94	55	177	126
8.30 - 9.00										A	9.5	18	842	1456	256	209	47A	793	149	340	370	380	386	403	86	173	170	204	200	95	62A	165	122
										A	10.9	19	966	1534	281	236	49A	805	183	380	395	379	358	422	101	192	196	201	200	116	73	191	140
HOTEL(R) WED 10.00P 60 ABC 2										A	8.3	15	735	1475	257	235	118	790	298	426	371	267	319	455	183	247	192	168	185	108	70A	122	51A
187 94 GD 2										B	8.4	16	740	1529	285	256	123	811	313	465	398	289	304	467	206	302	249	187	132	114	56A	137	74
10.00 - 10.30										C	8.4	16	740	1529	285	256	123	811	313	465	398	289	304	467	206	302	249	187	132	114	56A	137	74
10.30 - 11.00										A	8.1	15	718	1489	232	216	122	776	304	417	364	246	313	446	187	245	178	154	182	119	80A	148	67A
										A	8.5	16	753	1461	281	253	113	803	293	436	378	287	324	465	180	250	205	181	188	97	61A	97	35A
HOTEL SPECIAL(S,R) SAT 9.00P 115 ABC 2										A	5.7	11	505	1595	343	297	111A	839	264	503	464	370	302	496	192	296	298	208	144	113A	68A	148	113A
205 97 GD 2																																	
9.00 - 9.30										A	4.9	9	434	1581	318	270	122A	808	260	460	388	325	320	512	219	312	307	202	140A	149	73A	112A	88A
9.30 - 10.00										A	5.7	11	505	1619	317	276	125A	849	290	498	434	344	326	560	241	344	327	207	172	84A	48A	126	85A
10.00 - 10.30										A	6.1	12	540	1544	342	303	113A	811	247	495	476	366	280	459	158	263	276	205	135	113A	76A	161	131
10.30 - 11.00										A	6.4	13	567	1586	384	328	81A	860	250	542	538	432	273	437	148	257	276	209	121	105A	75A	183	143
HOUSTON KNIGHTS(R) TUE 9.00P 60 CBS 2										A	10.6	18	939	1649	324	248	67A	773	215	429	398	383	292	636	200	388	365	340	204	130	56A	110	65A
209 99 OP 2										B	11.3	19	997	1655	295	217	75	786	211	418	403	381	313	633	206	376	352	319	224	127	60	109	55
9.00 - 9.30										C	11.3	19	997	1655	295	217	75	786	211	418	403	381	313	633	206	376	352	319	224	127	60	109	55
9.30 - 10.00										A	10.2	17	904	1687	314	240	73	794	208	435	409	398	306	633	187	378	360	341	217	129	58A	131	82
										A	10.9	18	966	1629	337	258	62A	761	224	428	391	373	281	644	213	400	372	341	195	132	56A	92	50A
HUNTER(R) SAT 10.00P 60 NBC 2										A	15.0	30	1329	1731	322	257	70	850	251	474	452	410	311	541	189	314	301	262	188	159	84	182	137
199 98 OP 2										B	13.7	27	1209	1718	317	259	79	874	241	481	454	430	339	556	172	316	313	291	192	121	68	168	113
10.00 - 10.30										C	13.7	27	1209	1718	317	259	79	874	241	481	454	430	339	556	172	316	313	291	192	121	68	168	113
10.30 - 11.00										A	15.2	29	1347	1746	323	253	68	852	245	469	449	412	320	552	203	329	310	260	188	158	91	184	137
										A	14.8	30	1311	1715	321	260	71	848	257	479	454	408	301	529	175	299	292	266	188	160	78	179	138
KAREN'S SONG SAT 9.30P 30 FOX 2										A	2.7	5	239	1786	295	205A	172A	757	261A	431	402	341	277	587	264A	359	268	223A	216A	258A	233A	185A	115A
113 84 CS 2										B	2.3	4	199	1739	317	234	141A	769	218A	434	449	406	269	601	249	386	310	269	195A	215A	161A	154A	99A
										C	2.3	4	199	1739	317	234	141A	769	218A	434	449	406	269	601	249	386	310	269	195A	215A	161A	154A	99A
KATE & ALLIE(R) MON 8.00P 30 CBS 2										A	11.7	21	1037	1572	328	265	79	834	260	476	432	359	307	463	152	298	276	226	135	109	88	166	107
200 97 CS 2										B	12.1	21	1072	1550	346	274	80	825	287	482	440	356	286	449	165	305	272	207	122	119	93	157	104
										C	12.1	21	1072	1550	346	274	80	825	287	482	440	356	286	449	165	305	272	207	122	119	93	157	104
L.A. LAW(R) THU 10.00P 60 NBC 2										A	16.4	31	1453	1575	395	331	125	799	341	539	469	334	221	504	232	343	312	200	125	115	67	157	80
203 99 GD 2										B	14.8	27	1311	1566	375	315	123	801	340	533	468	329	227	529	243	375	325	217	126	104	60	132	75
10.00 - 10.30										C	14.8	27	1311	1566	375	315	123	801	340	533	468	329	227	529	243	375	325	217	126	104	60	132	75
CONT'D										A	16.9	30	1497	1598	407	337	127	816	351	548	484	343	222	490	232	336	306	193	119	122	73	171	84

A-CURRENT REPORT S-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 7-13, 1987

PROGRAM NAME DAY TIME DUR NET NO. OF #STNS CVG% TYPE T/C										HOUSEHOLD AUDIENCES K E Y AVG. AUD. SH % AVG. AUD. 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
												TOTAL WORKING PERS				LOH	W O M E N					M E N					T E E N S		C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 7-13, 1987

PROGRAM NAME  DAY      TIME      DUR      NET      NO. #STMS    CVG%    TYPE    T/C					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
						AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		C H I L D R E N				
									PERS	WOMEN	LOH 18-49	18- 49	18- 49	25- 34	35- 44	45- 54	55+	18- 24	25- 34	35- 44	45- 54	TOT.	FEM.	TOT.	TOT.				
									(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12- 17	12- 17	2- 11	6- 11	
EVENING CONT'D																													
MR. BELVEDERE(R)-CONT'D																													
201      95      CS      2      C      10.7      21      948      1564      286      218      90      745      264      384      343      258      311      352      147      214      189      138      112      149      97      318      226																													
MR. PRESIDENT(R)																													
SUN      9.00P      30      FOX      2      A      2.2      3      195      1461      243^      162^      60^      590      259^      358      317^      193^      202^      600      206^      378      406      286^      144^      159^      100^      111^      62^																													
115      85      CS      2      B      2.5      4      217      1610      251      191^      48^      640      270      376      370      223      209^      639      276      453      388      262      138^      145^      78^      186^      115^																													
2      C      2.5      4      217      1610      251      191^      48^      640      270      376      370      223      209^      639      276      453      388      262      138^      145^      78^      186^      115^																													
MOONLIGHTING(R)																													
TUE      9.00P      60      ABC      2      A      17.9      30      1586      1658      390      343      106      790      386      610      520      326      134      440      237      331      257      157      94      233      142      195      111																													
211      99      PD      2      B      16.6      28      1466      1652      369      325      110      777      364      578      484      326      152      445      238      336      262      162      87      223      134      207      126																													
9.00 - 9.30      C      16.6      28      1466      1652      369      325      110      777      364      578      484      326      152      445      238      336      262      162      87      223      134      207      126																													
9.30 - 10.00      A      17.9      30      1586      1677      400      348      107      784      376      601      510      327      138      435      231      325      252      156      94      237      151      221      129																													
9.30 - 10.00      A      18.0      31      1595      1630      378      335      105      791      393      616      527      323      129      444      241      335      261      158      92      228      133      168      92																													
MOVIE OF THE WEEK-TUESDAY																													
TUE      9.00P      120      NBC      2      A      8.8      16      780      1459      274      183      35^      742      206      329      335      321      360      594      157      335      342      317      226      62^      27^      61^      36^																													
189      93      FF      2      B      7.8      14      691      1467      290      197      54^      799      216      378      381      380      350      542      134      310      308      294      205      62^      33^      64^      35^																													
BEYOND THE LIMIT      C      7.8      14      691      1467      290      197      54^      799      216      378      381      380      350      542      134      310      308      294      205      62^      33^      64^      35^																													
9.00 - 9.30      A      9.5      16      842      1454      228      152      37^      751      186      304      316      316      398      572      146      326      325      302      219      62^      41^      69^      41^																													
9.30 - 10.00      A      8.5      14      753      1462      258      165      40^      747      205      313      325      310      377      587      147      334      342      314      223      58^      35^      71^      38^																													
10.00 - 10.30      A      8.6      16      762      1475      289      192      26^      737      213      334      333      316      348      620      160      346      361      344      234      71^      24^      46^      28^																													
10.30 - 11.00      A      8.6      17      762      1446      326      226      39^      733      223      366      366      343      315      600      175      335      344      311      230      56^      6^      57^      38^																													
MURDER, SHE WROTE(R)																													
SUN      8.00P      60      CBS      2      A      13.2      21      1170      1457      271      174      30^      830      130      256      262      348      529      507      64      183      194      225      298      41^      20^      79      55																													
208      99      SM      2      B      13.8      24      1218      1494      258      155      33^      844      119      251      294      383      518      558      96      204      209      253      320      40      22^      52      36^																													
8.00 - 8.30      C      13.8      24      1218      1494      258      155      33^      844      119      251      294      383      518      558      96      204      209      253      320      40      22^      52      36^																													
8.30 - 9.00      A      13.0      21      1152      1425      260      169      33^      814      128      251      253      335      519      504      64      187      198      231      291      37^      17^      70      47^																													
8.30 - 9.00      A      13.5      21      1196      1477      280      177      27^      839      130      260      270      358      534      507      64      177      188      217      304      45^      22^      87      63																													
MY SISTER SAM(R)																													
MON      8.30P      30      CBS      1      A      12.5      21      1108      1513      365      286      76      818      260      503      498      388      261      486      173      341      337      248      108      84      71      125      77																													
200      98      CS      1      B      12.5      21      1108      1513      365      286      76      818      260      503      498      388      261      486      173      341      337      248      108      84      71      125      77																													
200      98      CS      1      C      12.5      21      1108      1513      365      286      76      818      260      503      498      388      261      486      173      341      337      248      108      84      71      125      77																													
NABISCO FAMILY SHOWCASE(S)																													
SUN      9.00P      120      ABC      A      11.0      18      975      1652      358      266      68      807      207      452      461      453      273      639      174      365      425      373      168      111      68      96      48^																													
212      99      GD      A      11.0      18      975      1652      358      266      68      807      207      452      461      453      273      639      174      365      425      373      168      111      68      96      48^																													
BLUFFING IT																													
9.00 - 9.30      A      9.6      15      851      1615      318      232      62^      769      208      403      396      399      305      607      168      357      412      356      161      120      75      118      57^																													
9.30 - 10.00      A      10.9      18      966      1653      364      269      64^      793      193      451      460      455      262      631      176      362      416      365      165      125      82      104      60^																													
10.00 - 10.30      A      11.5      20      1019      1696      374      283      75      841      216      485      494      476      269      657      179      375      437      378      172      104      65      94      47^																													
10.30 - 11.00      A      12.0      22      1063      1640      368      273      68      819      209      460      482      473      259      653      173      364      432      390      175      98      51^      71      31^																													
NBC MONDAY NIGHT MOVIES(R)																													
MON      9.00P      120      NBC      2      A      12.2      21      1081      1606      319      256      107      807      291      539      488      382      218      461      198      334      319      199      98      200      120      138      82																													
200      99      FF      2      B      12.1      21      1072      1607      341      283      120      859      343      577      511      372      234      455      213      329      294      186      107      158      95      135      85																													
200      99      FF      2      C      12.1      21      1072      1607      341      283      120      859      343      577      511      372      234      455      213      329      294      186      107      158      95      135      85																													
CONT'D																													

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.



# PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP.7-13, 1987

PROGRAM NAME DAY TIME DUR NET NO. OF #STNS CVG% TYPE T/C					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																T E E N S		C H I L D R E N	
						AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING PERS WOMEN		LOH 18-49 W/CH	W O M E N					M E N					TOT. 12-17	FEM. 12-17	TOT. 2-6	TOT. 6-11			
									(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11
EVENING CONT'D																												
NBC MONDAY NIGHT MOVIES(-CONT'D A YEAR IN THE LIFE, PART 3																												
9.00 - 9.30					A	11.9	20	1054	1667	307	243	96	807	287	531	480	380	226	440	191	304	288	181	105	239	141	181	104
9.30 - 10.00					A	12.5	21	1108	1616	327	259	101	814	283	529	484	388	235	451	183	322	319	203	100	214	129	136	78
10.00 - 10.30					A	12.9	23	1143	1566	318	255	115	798	295	545	493	381	204	468	204	350	338	208	89	180	107	120	73
10.30 - 11.00					A	11.3	22	1001	1607	328	273	118	825	307	562	503	364	211	494	218	365	337	206	101	170	106	119	77
NBC SUNDAY NIGHT MOVIE																												
SUN 9.16P 120 NBC 1					A	21.3	37	1887	1790	351	272	79	775	250	472	428	397	257	790	289	530	479	411	208	118	51	107	72
201 99 FF 1					B	21.3	37	1887	1790	351	272	79	775	250	472	428	397	257	790	289	530	479	411	208	118	51	107	72
					C	21.3	37	1887	1790	351	272	79	775	250	472	428	397	257	790	289	530	479	411	208	118	51	107	72
PRIVATE EYE																												
9.00 - 9.30					A	24.0	38	2126	1904	397	318	108	825	307	531	467	396	246	764	297	524	466	379	190	143	66	172	125
9.30 - 10.00					A	21.7	35	1923	1858	380	296	101	817	286	517	463	410	253	794	304	543	488	402	202	119	52	128	88
10.00 - 10.30					A	21.4	36	1896	1804	351	272	79	774	249	476	431	401	256	803	295	538	491	421	206	123	54	104	65
10.30 - 11.00					A	20.4	36	1807	1719	325	245	55	739	212	425	392	390	270	796	277	523	475	425	218	108	45	76	51
11.00 - 11.30					A	19.4	39	1719	1659	298	227	50	716	195	403	382	384	262	782	263	511	460	423	226	98	41	64	44
NEW HART(R)																												
					A	16.5	27	1462	1600	336	270	88	800	281	492	469	357	257	550	230	405	359	256	120	135	81	116	79

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 7-13, 1987

PROGRAM NAME					NO. OF T/C	K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
DAY	TIME	DUR #STNS	NET CVG% TYPE	AVG. AUD. %			SH %	AVG. AUD. 0,000	TOTAL	WORKING	LOH	W O M E N					M E N					T E E N S		CHILDREN			
									PERS	WOMEN	18-49	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.				
							(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11	
EVENING CONT'D																											
OUR HOUSE-CONT'D																											
8.00 - 8.30																											
A 22.2 37 1967 1806 368 309 87 762 288 510 479 359 203 584 230 397 377 283 121 169 99 290 190																											
PERFECT STRANGERS(R)																											
WED 8.00P 30 ABC 2																											
A 13.3 25 1178 1631 263 244 86 718 311 502 394 257 199 396 213 273 228 119 89 242 157 275 196																											
B 12.7 24 1121 1729 298 271 106 748 337 536 452 287 181 435 225 321 270 158 78 217 125 329 228																											
C 12.7 24 1121 1729 298 271 106 748 337 536 452 287 181 435 225 321 270 158 78 217 125 329 228																											
POPE IN AMERICA(S)																											
THU 9.00P 60 ABC 2																											
A 6.0 10 532 1481 180 140 44^ 664 153 275 283 293 351 610 195 345 339 259 230 91^ 31^ 116^ 90^																											
202 97 DN																											
A 5.8 10 514 1472 180 148 49^ 650 157 281 283 278 344 590 193 351 344 253 207 99^ 31^ 132 105^																											
A 6.2 11 549 1491 181 133 40^ 678 149 269 283 306 357 629 196 339 334 264 252 82^ 31^ 101^ 76^																											
9.00 - 9.30																											
9.30 - 10.00																											
ST. ELSEWHERE(R)																											
WED 10.00P 60 NBC 2																											
A 8.5 16 753 1565 356 296 80^ 786 296 551 527 404 162 484 176 334 301 246 123 156 68^ 139 92																											
B 8.7 16 771 1519 340 279 87 810 294 557 522 413 186 436 196 323 262 190 97 142 76 130 72																											
C 8.7 16 771 1519 340 279 87 810 294 557 522 413 186 436 196 323 262 190 97 142 76 130 72																											
A 8.6 15 762 1600 361 306 76^ 783 297 554 521 398 156 482 183 340 303 243 115 171 82^ 164 110																											
A 8.5 16 753 1511 346 283 82^ 781 291 541 528 405 166 480 168 325 294 247 129 139 53^ 111 72^																											
10.00 - 10.30																											
10.30 - 11.00																											
SCARECROW & MRS. KING(R)																											
A 7.4 13 656 1476 256 169 84^ 785 171 342 348 361 402 511 139 218 240 230 246 23^ 6^ 157 79^																											
THU 8.00P 60 CBS 2																											
B 7.7 13 678 1509 258 177 70 776 166 336 341 349 390 514 122 236 251 244 241 76 44^ 144 82																											
C 7.7 13 678 1509 258 177 70 776 166 336 341 349 390 514 122 236 251 244 241 76 44^ 144 82																											
A 7.2 13 638 1469 243 162 73^ 795 164 331 338 361 421 489 124 185 208 214 260 29^ 9^ 156 74^																											
A 7.5 13 665 1503 271 179 96 786 180 357 363 367 388 538 154 253 274 249 236 18^ 4^ 161 86^																											
8.00 - 8.30																											
8.30 - 9.00																											
SIMON & SIMON(B,R)																											
TUE 8.00P 60 CBS 2																											
A 5.4 9 478 1776 335 274 75^ 774 232 518 500 425 182 626 212 473 396 363 115^ 128^ 46^ 247 133																											
121 74 PD																											
A 5.0 9 443 1756 288 246 71^ 753 219 495 459 406 195 627 211 483 401 359 109^ 116^ 51^ 261 138^																											
A 5.9 10 523 1762 368 292 77^ 779 240 528 526 433 168 615 209 456 386 361 118^ 136 41^ 231 127																											
8.00 - 8.30																											
8.30 - 9.00																											
60 MINUTES																											
SUN 7.00P 60 CBS 2																											
A 15.0 27 1329 1448 268 186 52 769 167 299 280 309 418 617 120 273 281 309 304 23^ 11^ 39^ 14^																											
B 14.9 30 1316 1497 259 168 60 773 168 288 285 319 422 654 155 293 289 312 313 36 12^ 34^ 14^																											
C 14.9 30 1316 1497 259 168 60 773 168 288 285 319 422 654 155 293 289 312 313 36 12^ 34^ 14^																											
A 13.3 25 1178 1441 272 182 56 771 154 293 286 325 418 608 116 262 276 303 304 18^ 6^ 47^ 15^																											
A 16.8 29 1488 1446 262 189 48 763 176 301 274 296 416 622 122 281 284 311 303 29^ 15^ 32^ 14^																											
7.00 - 7.30																											
7.30 - 8.00																											
SLEDGE HAMMER(R)																											
THU 8.00P 30 ABC 2																											
A 8.1 15 718 1600 249 205 82^ 666 225 402 376 337 226 646 331 510 422 286 113 66^ 31^ 222 152																											
B 7.8 14 687 1626 232 192 76 646 219 385 348 322 229 610 283 433 366 269 143 115 46^ 256 174																											
C 7.8 14 687 1626 232 192 76 646 219 385 348 322 229 610 283 433 366 269 143 115 46^ 256 174																											
194 97 CS																											
SPENSER: FOR HIRE SPEC.(S,R)																											
SUN 8.00P 60 ABC 2																											
A 7.7 12 682 1705 323 216 108 811 232 430 428 448 308 610 226 370 343 308 196 92^ 42^ 193 99																											
205 98 PD																											
A 7.3 12 647 1682 299 202 116 803 227 430 432 452 297 584 224 362 332 288 185 93^ 44^ 202 108																											
8.00 - 8.30																											
CONT'D																											

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 7-13, 1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
DAY	TIME	DUR	NET CVG%	NO. OF T/C		AVG. AUD. %	SH %	AVG. 0,000	TOTAL WORKING LOH				W O M E N					M E N					T E E N S		C H I L D R E N						
									PERS	WOMEN	18-49	18- W/CH	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.							
								(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11				
EVENING CONT'D																															
SPENSER: FOR HIRE SPEC. (-CONT'D 8.30 - 9.00								A	8.1	12	718	1726	345	228	101	818	237	429	423	444	318	633	229	377	353	326	206	91	40^	185	90
SPORTSBREAK-SUN								A	11.1	17	983	1466	255	160	20^	800	104	242	257	359	514	508	56^	185	207	243	287	54^	31^	105	76
SUN 8.20P 2 CBS 2								B	11.5	19	1019	1491	251	149	25^	813	110	242	283	372	500	551	83	203	215	264	310	50	32^	76	56
194 88 SN 2								C	11.5	19	1019	1491	251	149	25^	813	110	242	283	372	500	551	83	203	215	264	310	50	32^	76	56
SUMMER PLAYHOUSE(B)								A	6.7	13	594	1494	320	237	91^	837	162	416	452	451	335	479	133	238	248	219	195	71^	37^	107	65^
FRI 8.00P 60 CBS																															
130 77 FV																															
TRAVELLING MAN								A	6.5	13	576	1471	304	220	94^	828	168	408	419	427	345	466	135	257	256	215	171	60^	32^	117	73^
8.00 - 8.30								A	6.9	13	611	1515	335	253	89^	845	156	424	483	473	326	491	132	220	240	222	217	81^	42^	98^	57^
8.30 - 9.00																															
TRACEY ULLMAN SHOW(R)								A	2.2	4	195	1276	224^	166^	95^	569	323^	403	377	174^	111^	538	191^	373	403	263^	132^	142^	69^	26^	13^
SUN 9.30P 30 FOX 2								B	2.2	4	195	1587	264	216^	62^	622	329	429	401	185^	136^	594	261	439	383	253	138^	139^	55^	231^	179^
114 85 CS 2								C	2.2	4	195	1587	264	216^	62^	622	329	429	401	185^	136^	594	261	439	383	253	138^	139^	55^	231^	179^
20/20								A	12.4	23	1099	1542	249	182	74	815	196	397	418	402	346	602	167	327	334	307	221	62	31^	63	38^
THU 10.00P 60 ABC 2								B	12.4	23	1094	1524	241	174	67	779	179	367	376	394	347	614	162	336	330	323	239	67	31^	64	39^
210 99 DN 2								C	12.4	23	1094	1524	241	174	67	779	179	367	376	394	347	614	162	336	330	323	239	67	31^	64	39^
10.00 - 10.30								A	11.8	21	1045	1551	243	173	71	809	190	378	401	395	358	627	173	335	340	315	233	66	32^	49^	36^
10.30 - 11.00								A	13.1	25	1161	1522	253	189	76	814	200	411	431	407	332	576	159	316	325	297	208	58	30^	74	40^
21 JUMP STREET(R)								A	4.1	8	381	1631	275	222	29^	611	281	431	372	316	127^	566	284	420	363	259	106^	290	214	164^	114^
SUN 7.00P 60 FOX 2								B	4.1	8	341	1714	317	270	55^	626	290	459	383	317	119^	584	322	459	315	240	100^	295	186	210	132^
113 85 OP 2								C	4.1	8	341	1714	317	270	55^	626	290	459	383	317	119^	584	322	459	315	240	100^	295	186	210	132^
7.00 - 7.30								A	4.1	7	337	1677	285	238	25^	649	318	462	402	321	120^	550	298	408	331	223	114^	286	212	192	138^
7.30 - 8.00								A	4.1	8	416	1629	273	214	32^	594	257	415	355	319	136^	591	279	439	396	292	101^	299	220	145^	98^
227(R)								A	14.7	28	1302	1672	301	229	82	855	247	393	346	328	418	443	160	244	220	185	179	136	89	237	170
SAT 8.30P 30 NBC 1								B	14.7	28	1302	1672	301	229	82	855	247	393	346	328	418	443	160	244	220	185	179	136	89	237	170
197 96 CS 1								C	14.7	28	1302	1672	301	229	82	855	247	393	346	328	418	443	160	244	220	185	179	136	89	237	170
VALERIE(R)								A	14.7	28	1338	1921	332	288	96	774	300	559	489	367	177	496	256	387	324	194	88	321	164	330	215
MON 8.30P 30 NBC 2								B	14.7	28	1254	1869	321	279	91	756	314	533	462	324	187	484	248	375	314	191	93	292	147	338	238
199 97 CS 2								C	14.7	28	1254	1869	321	279	91	756	314	533	462	324	187	484	248	375	314	191	93	292	147	338	238
WEBSTER(R)								A	14.7	28	1338	1486	235	168	50^	729	143	305	284	301	385	385	106	203	180	191	144	181	120	191	162
FRI 8.00P 30 ABC 2								B	14.7	28	1338	1545	257	178	67	727	193	327	303	289	360	396	140	232	208	181	133	164	108	257	193
205 98 CS 2								C	14.7	28	1338	1545	257	178	67	727	193	327	303	289	360	396	140	232	208	181	133	164	108	257	193
WEREWOLF								A	14.7	28	1338	1799	310	246	84^	709	257	472	429	353	192	595	322	440	379	220	130^	271	190	224	144^
SAT 8.00P 30 FOX 2								B	14.7	28	1338	1752	287	211	66^	656	239	419	387	335	174	621	309	472	395	268	127^	224	133^	251	170
113 84 SM 2								C	14.7	28	1338	1752	287	211	66^	656	239	419	387	335	174	621	309	472	395	268	127^	224	133^	251	170
WE THE PEOPLE								A	14.7	28	1338	1513	338	248	92	799	239	448	456	378	295	509	188	331	319	251	140	76	46^	128	68
CONT'D																															

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 7 13, 1987

SEP. 7 13, 1987

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
DAY	TIME	DUR	NET	NO OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING PERS				W O M E N					M E N					T E E N S		C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																	
									18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	1



# PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 7-13, 1987

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0.000	W O M E N							M E N						T E E N S			A D U L T S						
									WORKING WOMEN												MALE			FEM.							
									18-49	18-49	18-34	18-49	18-34	18-49	18-34	18-49	18-34	18-49	18-34	18-49	18-34	12-17	12-17	12-17	12-17	12-17					
#STNS	CVG%	TYPE						TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+
DAILY EVENING NEWS																															
WORLD NEWS TONIGHT					A	9.5	20	843	231	160	733	140	324	316	171	367	585	143	254	271	266	268	27^	38^	34^	39^	22^	21^			
MON-FRI 6.30P 30 ABC 10					B	9.2	20	815	234	171	734	149	324	308	162	376	570	145	255	268	251	259	27^	35^	35	40	19^	23^			
202 97 N 10					C	9.2	20	815	234	171	734	149	324	308	162	376	570	145	255	268	251	259	27^	35^	35	40	19^	23^			
ABC WORLD NEWS TONIGHT-SUN					A	7.1	15	629	228	154	729	109	244	257	328	438	621	127	246	259	267	336	6^	38^	37^	8^	13^	21^			
SUN 6.30P 30 ABC 2					B	6.6	15	580	226	158	712	128	260	255	336	406	681	182	302	298	288	335	12^	50^	39^	13^	17^	37^			
161 82 N 2					C	6.6	15	580	226	158	712	128	260	255	336	406	681	182	302	298	288	335	12^	50^	39^	13^	17^	37^			
CBS EVENING NEWS-RATHER					A	9.8	20	868	221	143	713	120	261	278	321	402	596	129	250	238	284	318	27^	27^	36^	36^	19^	16^			
MON-FRI 6.30P 30 CBS 10					B	10.0	21	887	227	139	724	126	267	293	335	395	579	117	237	246	290	302	24^	26^	28^	36	23^	20^			
207 99 N 10					C	10.0	21	887	227	139	724	126	267	293	335	395	579	117	237	246	290	302	24^	26^	28^	36	23^	20^			
NBC NIGHTLY NEWS					A	9.4	20	833	213	140	778	138	289	316	343	413	538	133	241	242	244	257	29^	20^	22^	25^	21^	19^			
MON-FRI 6.30P 30 NBC 10					B	9.3	20	827	219	150	781	145	301	320	339	407	549	127	234	236	245	273	26^	23^	21^	22^	19^	23^			
198 97 N 10					C	9.3	20	827	219	150	781	145	301	320	339	407	549	127	234	236	245	273	26^	23^	21^	22^	19^	23^			
NBC NIGHTLY NEWS-SAT.					A	8.7	19	771	145	88	816	124	228	247	298	529	563	105	165	175	202	344	22^	9^	9^	40^	25^	7^			
SAT 6.30P 30 NBC 2					B	8.3	19	731	150	95	793	124	238	256	307	492	561	116	199	208	218	318	19^	21^	21^	35^	25^	25^			
168 90 N 2					C	8.3	19	731	150	95	793	124	238	256	307	492	561	116	199	208	218	318	19^	21^	21^	35^	25^	25^			
OLYMPIC DIARY-SUN					A	6.8	14	602	241	165	722	141	278	269	343	400	562	105^	228	253	289	287	8^	64^	45^	8^	17^	17^			
WORLD NEWS TONIGHT					B	6.8	14	602	241	165	722	141	278	269	343	400	562	105^	228	253	289	287	8^	64^	45^	8^	17^	17^			
MON-FRI 6.30P 30 ABC 1					C	6.8	14	602	241	165	722	141	278	269	343	400	562	105^	228	253	289	287	8^	64^	45^	8^	17^	17^			
162 82 N 1																															

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 7 13, 1987

PROGRAM NAME										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES			TOTAL WORKING WOMEN			W O M E N						M E N						TOTAL					
						AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS	18- 25	15- 24	18- 25	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	18- 34	18- 49	21- 49	21- 54	25- 54	17	18				
LATE FRINGE																													
ABC NEWS:NIGHTLINE						A	6.4	19	563	1364	225	153	162	64	709	152	321	308	377	342	56	542	146	273	251	287	274	36^	26^
TUE-FRI 11.30P						B	5.7	18	508	1370	219	156	154	78	689	160	329	313	377	330	56^	557	140	276	258	311	292	31^	30^
203 98 N						C	5.7	18	508	1370	219	156	154	78	689	160	329	313	377	330	56^	557	140	276	258	311	292	31^	30^
ABC NEWS:NIGHTLINE-MON.						A	3.3	16	292	1272	178^	144^	91^	62^	524	150^	219	200^	208^	166^	124^	624	230	353	327	384	311	104^	<<
MON 12.08A 30 ABC						B	3.9	18	341	1309	217	159	102^	78^	542	131^	228	218	256	192	89^	683	231	418	404	458	405	65^	4^
203 98 N						C	3.9	18	341	1309	217	159	102^	78^	542	131^	228	218	256	192	89^	683	231	418	404	458	405	65^	4^
12.00 - 12.30						A	3.4	16	301	1285	183^	147^	96^	59^	524	148^	221	202^	213	173^	129^	629	234	360	332	392	317	112^	<<
12.30 - 1.00						A	3.0	16	266	1245	167^	138^	77^	72^	531	157^	216^	195^	195^	144^	112^	612	219^	336	313	363	295	79^	<<
ABC NEWS:NIGHTLINE-TUE						A	7.6	29	673	1454	199	131	148	84^	682	155	315	285	356	328	67^	604	153	341	318	366	352	40^	34^
TUE 12.00M 31 ABC						B	7.6	29	673	1454	199	131	148	84^	682	155	315	285	356	328	67^	604	153	341	318	366	352	40^	34^
207 98 N						C	7.6	29	673	1454	199	131	148	84^	682	155	315	285	356	328	67^	604	153	341	318	366	352	40^	34^
12.00 - 12.30						A	7.6	29	673	1470	201	132	150	84^	690	156	318	287	359	331	68^	612	154	345	321	370	356	40^	34^
12.30 - 1.00						A	5.0	23	443	1503	224	162	172	136^	702	208	377	330	397	345	63^	551	170	350	350	399	384	48^	50^
ABC WEEKEND REPORT-SAT.						A	2.2	6	195	1619	287^	246^	248^	58^	742	175^	393	365	395	365	71^	623	192^	280^	280^	396	328	4^	73^
SAT 11.30P 15 ABC						B	2.3	7	204	1656	327	270	230	85^	832	289	467	454	490	418	69^	592	189^	302	302	403	348	14^	61^
140 74 N						C	2.3	7	204	1656	327	270	230	85^	832	289	467	454	490	418	69^	592	189^	302	302	403	348	14^	61^
ABC WEEKEND REPORT-SUN.																													
SUN 11.30P 15 ABC						A	1.7	6	151	1507	242^	242^	242^	<<	633	85^	355^	355^	355^	355^	54^	692	163^	433	433	471	423	7^	<<
148 80 N						B	1.7	6	151	1507	242^	242^	242^	<<	633	85^	355^	355^	355^	355^	54^	692	163^	433	433	471	423	7^	<<
						C	1.7	6	151	1507	242^	242^	242^	<<	633	85^	355^	355^	355^	355^	54^	692	163^	433	433	471	423	7^	<<
CBS LATE NIGHT I						A	2.3	12	202	1313	236	161^	183	61^	703	176	366	341	395	379	50^	490	177	347	338	380	344	33^	30^
MON 12.00M 74 CBS						B	2.3	12	202	1313	236	161^	183	61^	703	176	366	341	395	379	50^	490	177	347	338	380	344	33^	30^
177 85 FF						C	2.3	12	202	1313	236	161^	183	61^	703	176	366	341	395	379	50^	490	177	347	338	380	344	33^	30^
TUE 12.00M 73																													
WED 12.00M 75																													
THU 12.00M 71																													
FRI 12.00M 76																													
12.00 - 12.30						A	2.3	10	202	1300	248	158^	178	74^	702	193	375	344	394	371	33^	478	179	336	332	377	353	27^	32^
12.30 - 1.00						A	2.4	13	211	1325	227	160	186	53^	707	165	355	333	391	381	62^	499	175	355	343	381	337	36^	30^
1.00 - 1.30						A	2.0	14	181	1315	229	174^	187	54^	698	164^	372	358	412	394	63^	496	177^	353	342	387	340	44^	29^
CBS LATE NIGHT II																													
MON 1.14A 43 CBS						A	1.7	14	153	1279	239	165^	195^	38^	701	161^	345	334	398	386	72^	472	178^	342	328	380	328	42^	23^
178 85 FF						B	1.8	14	164	1317	261	177	198	83^	733	197	372	355	415	373	89^	463	197	343	328	366	301	38^	38^
						C	1.8	14	164	1317	261	177	198	83^	733	197	372	355	415	373	89^	463	197	343	328	366	301	38^	38^
TUE 1.13A 44																													
WED 1.15A 42																													
THU 1.11A 46																													
FRI 1.16A 53																													
1.00 - 1.30						A	1.9	13	164	1309	246	170^	198^	40^	715	164^	354	342	412	397	78^	491	196^	358	342	390	335	38^	21^
CONT'D																													

# PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 7-13, 1981

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															TOTAL																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
DAY	TIME	DUR #STNS	NET CVG% TYPE	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN				WOMEN					MEN					MALE	FEM																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
										18- 18+	25- 49	54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49			21- 49	21- 54	25- 54																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
LATE FRINGE CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 7 13, 1987

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	TOTAL	
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS	WORKING		WOMEN					MEN					12	17										
								(2+)	18+		18-	25-	15-	18-	18-	21	21-	25-	15-	18-			18-	21-	21-	25-						
#STNS	CVG%	TYPE																														
LATE FRINGE CONT'D																																
LATE SHOW-FOX																																
MON-FRI	11.00P	60	FOX	10	A	1.7	4	147	1548	284	259	184^	149^	631	329	432	402	465	375	176^	653	339	503	419	438	392	72^	56^				
	120	84	GV	10	B	1.7	5	150	1430	252	223	172^	112^	569	280	383	362	416	352	165^	626	331	474	403	417	369	67^	45^				
	11.00 - 11.30				A	1.8	4	156	1588	276	252	178^	145^	643	320	424	402	469	371	184^	680	353	509	416	443	397	74^	51^				
	11.30 - 12.00				A	1.5	5	136	1522	296	272	194^	156^	625	344	447	406	465	383	169^	630	327	502	429	439	392	69^	62^				
SATURDAY NIGHT																																
SAT	11.30P	80	NBC	2	A	8.4	26	744	1623	334	281	263	160	735	352	560	479	524	469	128	512	242	420	400	432	416	150	112				
	197	99	GV	2	B	7.4	23	656	1641	330	288	246	177	764	367	562	485	519	448	130	526	266	429	398	420	397	122	92				
	11.30 - 12.00				C	7.4	23	656	1641	330	288	246	177	764	367	562	485	519	448	130	526	266	429	398	420	397	122	92				
	12.00 - 12.30				A	9.6	26	851	1571	311	261	259	132	740	309	530	471	514	469	102	502	215	386	373	411	393	127	100				
	12.30 - 1.00				A	8.1	25	718	1643	351	297	273	170	737	373	575	482	532	478	132	496	244	426	406	433	423	172	121				
					A	7.1	27	629	1681	351	293	254	199	717	398	591	487	530	450	174	557	290	477	440	472	447	158	121				
TONIGHT SHOW																																
MON-FRI	11.30P	60	NBC	10	A	5.7	20	507	1397	260	216	200	101	721	241	429	398	456	412	86	519	188	352	338	375	327	47^	45^				
	201	99	GV	10	B	5.9	20	520	1385	253	210	191	95	717	241	415	389	443	393	89	535	211	370	352	386	337	41^	37^				
	11.30 - 12.00				C	5.9	20	520	1385	253	210	191	95	717	241	415	389	443	393	89	535	211	370	352	386	337	41^	37^				
	12.00 - 12.30				A	6.3	20	556	1411	260	221	203	103	728	244	442	414	466	420	84	522	188	354	339	370	323	49^	46^				
					A	5.1	20	452	1397	262	213	199	101	720	239	418	383	449	407	90	522	191	354	341	386	336	46^	44^				
US OPEN HIGHLIGHTS TNS-MO(S)																																
MON	11.30P	30	CBS		A	3.0	10	266	1262	323	230	220^	95^	662	157^	386	378	419	357	47^	531	188^	338	318	428	408	7^	43^				
	182	92	SC																													
US OPEN HIGHLIGHTS TNS-TU(S)																																
TUE	11.30P	30	CBS		A	3.2	10	284	1259	194^	84^	137^	49^	643	159^	246	246	332	303	78^	534	193^	370	370	426	365	25^	20^				
	181	92	SC																													
US OPEN HIGHLIGHTS TNS-WE(S)																																
WED	11.30P	30	CBS		A	4.1	13	363	1402	242	195	204	59^	722	204	383	374	427	379	82^	619	243	426	418	506	438	8^	3^				
	181	92	SC																													
US OPEN HIGHLIGHTS TNS-TH(S)																																
THU	11.30P	30	CBS		A	2.7	9	239	1235	258^	196^	206^	28^	683	159^	322	318	339	329	42^	492	191^	308	306	372	335	2^	14^				
	177	92	SC																													
US OPEN HIGHLIGHTS TNS-FR(S)																																
FRI	11.30P	30	CBS		A	2.9	8	257	1521	156^	107^	109^	91^	524	174^	253	320	296		126^	673	163^	424	386	458	405	119^	65^				
	173	90	SC																													



# PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 7-13, 1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
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									18-49	WOMEN	18-49					18-49					12-17	12-17	2-11	2-11	6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	W/CH	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-4

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B

# PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 7 13, 1987

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH		WORKING WOMEN	W O M E N					M E N					TEENS		CHILDREN				
									18-49	W/CH		18-49	18-	18	25-	35-	18-	18-	25-	35-	18-	18-	25-	35-	12-	12-	MALE	FEM.
#STNS	CVG%	TYPE						<3	18+	49	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11	11	
MON-FRI EARLY MORNING CONT'D																												
GOOD MORNING, AMERICA-830-CONT'D																												
TUE-FRI	8.30A	30	ABC	9	B	4.2	21	369	65^	208	162	714	168	377	413	370	254	333	82	136	150	155	155	7v	12v	24^	30^	21^
	209	98	N	9	C	4.2	21	369	65^	208	162	714	168	377	413	370	254	333	82	136	150	155	155	7v	12v	24^	30^	21^
GOOD MORNING, AMERICA-830(B)																												
MON	8.30A	30	ABC		A	3.4	15	301	58^	243	186^	794	200^	340	308	366	394	514	124^	241	233	295	210^	26v	22v	21v	91^	59^
	146	79	N																									
MORNING PROGRAM																												
TUE-FRI	7.30A	90	CBS	9	A	2.1	11	184	54^	207	147^	725	153^	298	302	306	377	359	71^	121^	119^	148^	221	13v	<<	40v	12v	21v
	201	99	N	9	B	2.1	11	190	44^	180	113^	714	132^	267	284	318	391	379	90^	150^	149^	156	214	15v	5v	25v	23v	24v
	7.30 - 8.00				C	2.1	11	190	44^	180	113^	714	132^	267	284	318	391	379	90^	150^	149^	156	214	15v	5v	25v	23v	24v
	8.00 - 8.30				A	2.0	10	175	41v	244	175	702	157^	313	352	294	328	351	67^	120^	124^	156^	214	20v	<<	49^	10v	30v
	8.30 - 9.00				A	2.1	11	182	42^	207	159^	718	145^	298	290	319	376	357	72^	125^	108^	154^	219	9v	<<	53^	12v	22v
					A	2.2	11	197	77^	171	109^	746	156	281	265	301	416	362	72^	117^	123^	134^	226	10v	<<	18v	14v	12v
MORNING PROGRAM(B)																												
MON	7.30A	90	CBS		A	1.5	8	133	<<	135^	37v	538	<<	85v	84v	207^	451^	336^	20v	60v	98v	200^	229^	<<	<<	<<	30v	23v
	133	82	N																									
	7.30 - 8.00				A	1.1	8	97	<<	106v	<<	552^	<<	55v	55v	176^	497^	328^	18v	63v	63v	149v	265^	<<	<<	<<	<<	11v
</																												

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 7-13, 1987

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH WORKING		WOMEN							MEN		TEENS			CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
									18-49	WOMEN	15-24		18-34	18-49	25-34	35-44	45-54	55+	TOTAL	55+	MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
									W/CH	18-49	15-24	TOTAL	34	49	49	54	64	55+	TOTAL	55+	12-17	12-17	15-17	2-11	2-11	2-11	6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B

# PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 7-11, 1987

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
DAY	TIME	DUR	NET #STNS CVG%	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0.000	LOH WORKING			W O M E N						M E N		T E E N S			C H I L D R E N								
									18-49 W/CH	18- 49	15- 24	18- 34	18- 49	25- 34	25- 34	35- 44	55+	TOTAL	55+	12- 17	12- 17	15- 17	2- 11	2- 11	2- 11	101					
MONDAY-FRIDAY DAYTIME CONT'D																															
AS THE WORLD TURNS-CONT'D																															
	2.00 - 2.30	207	99	DD	7	C	5.7	21	504	111	136	93	149	883	247	429	327	384	360	397	243	133	26^	68	64^	19^	26^	27^	17^		
	2.30 - 3.00					A	5.6	20	492	112	125	92^	143	920	256	438	332	394	374	420	271	138	27^	45^	49^	12v	19v	31^	<<		
						A	5.7	20	505	120	138	96	150	937	262	453	339	402	392	422	283	153	31^	46^	48^	17v	18v	28^	7v		
BOLD AND THE BEAUTIFUL																															
	TUE-THU 1.30P 30	198	93	CBS	8	A	4.1	15	366	109	143	116	138	895	247	459	351	390	373	397	282	130	14v	44^	33^	20v	36^	49^	8v		
				DD	8	B	4.3	16	379	109	148	111	139	894	251	451	353	398	361	398	239	123	27^	62^	58^	21^	35^	38^	18v		
						C	4.3	16	379	109	148	111	139	894	251	451	353	398	361	398	239	123	27^	62^	58^	21^	35^	38^	18v		
CLASSIC CONCENTRATION																															
	MON-FRI 10.30A 30	136	71	NBC	10	A	2.8	12	248	56^	141	105^	96^	743	183	331	258	312	276	357	293	98^	28v	41^	37^	35^	56^	36^	55^		
				QG	10	B	2.9	13	259	55^	161	117	122	738	187	351	270	332	308	324	287	104^	26v	60^	52^	42^	63^	43^	62^		
						C	2.9	13	259	55^	161	117	122	738	187	351	270	332	308	324	287	104^	26v	60^	52^	42^	63^	43^	62^		
DAYS OF OUR LIVES																															
	TUE-FRI 1.00P 60	205	99	NBC	9	A	6.2	22	547	109	170	144	153	860	299	518	408	477	390	273	241	80	27^	64	62	34^	31^	51^	13v		
				DD	9	B	6.6	24	586	94	185	154	185	826	277	490	367	432	383	271	244	86	43^	99	90	31^	37^	44^	24^		
	1.00 - 1.30					C	6.6	24	586	94	185	154	185	826	277	490	367	432	383	271	244	86	43^	99	90	31^	37^	44^	24^		
	1.30 - 2.00					A	6.0	21	532	113	165	138	148	868	293	514	404	473	399	283	246	78	26^	54^	55^	34^	27^	54^	7v		
						A	6.4	23	567	104	174	148	156	847	302	518	409	477	378	261	235	82	27^	72	68	33^	35^	49^	19^		
DAYS OF OUR LIVES(B)																															
						A	5.2	15	461	68^	324	278	182	776	325	534	431	503	355	170	343	89^	103^	131^	139	64^	60^	23v	102^		
MON																															
	1.00P 60	158	82	NBC		A	4.9	14	414	56^	309	264	178	723	303	486	392	466	332	164	365	85^	109^	133^	149	61^	60^	15v	105^		
	1.30 - 2.00			DD		A	5.6	16	414	76^	331	286	182	809	337	567	458	527	368	172	318	91^	97^	128^	127^	66^	60^	29v	97^		
GENERAL HOSPITAL																															
	TUE-FRI 3.00P 60	213	99	ABC	9	A	8.2	29	777	87	233	206	170	821	338	513	394	459	337	242	250	82	30^	77	62	39^	47	45	41^		
				DD	9	B	7.9	28	699	106	225	197	167	831	343	520	404	470	335	244	236	77	30^	84	62	40^	53	43	50		
	3.00 - 3.30					C	7.9	28	699	106	225	197	167	831	343	520	404	470	335	244	236	77	30^	84	62	40^	53	43	50		
	3.30 - 4.00					A	8.1	29	720	90	232	204	161	833	341	522	406	473	344	244	248	83	29^	75	55	35^	48	45	37^		
						A	8.2	29	729	85	236	210	179	814	337	507	383	449	332	241	254	82	31^	81	69	44	47	46	45		
GENERAL HOSPITAL(B)																															
	MON 3.00P 60	151	82	ABC		A	6.7	19	594	89^	343	302	204	922	366	576	449	480	378	315	273	71^	58^	133	101^	48^	78^	55^	70^		
	3.00 - 3.30			DD		A	6.7	20	594	100^	340	303	221	916	371	572	441	474	359	311	265	81^	61^	146	116	45^	70^	43^	72^		
	3.30 - 4.00					A	6.7	19	594	79^	345	301	187	928	361	579	457	487	396	319	280	62^	55^	121	86^	50^	86^	67^	69^		
GUIDING LIGHT																															
	TUE-THU 3.00P 60	206	99	CBS	8	A	4.7	17	419	95	161	106	140	907	247	424	324	361	358	446	270	131	7v	46^	41^	25^	28^	32^	20v		
				DD	8	B	5.0	18	444	101	150	94	154	865	257	422	317	353	336	406	237	123	11v	71	54^	30^	32^	27^	36^		
	3.00 - 3.30					C	5.0	18	444	101	150	94	154	865	257	422	317	353	336	406	237	123	11v	71	54^	30^	32^	27^	36^		
	3.30 - 4.00					A	4.7	17	413	100	147	96	141	912	250	428	327	357	350	454	278	133	11v	43^	40^	27^	26^	36^	16v		
						A	4.8	17	425	89	175	115	140	902	245	420	322	365	365	439	263	130	4v	48^	42^	24^	29^	29^	24^		
LOVING																															
	TUE-FRI 12.30P 30			ABC	9	A	4.6	18	408	137	261	232	189	889	389	622	466	506	375	227	238	73^	15v	55^	41^	56^	32^	69^	19^		
	CONT'D					B	4.3	16	377	147	249	218	171	859	378	597	461	504	371	219	220	75^	18v	74^	43^	65^	59^	76	48^		

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.



# PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP.7-13,1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									LOH WORKING			W O M E N							M E N		T E E N S			C H I L D R E N				
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	18-49 W/CH	WOMEN 18+	15- 24	TOTAL	18- 34	18- 49	18- 49	25- 54	25- 64	35- 55+	TOTAL	55+	MALE 12- 17	FEM. 12- 17	TOT. 15- 17	MALE 2- 11	FEM. 2- 11	TOT. 5- 11	TOT.		
MONDAY-FRIDAY DAYTIME CONT'D																												
LOVING-CONT'D																												
	178	89	DO	9	C	4.3	18	377	147	249	218	171	959	378	597	461	504	371	219	220	75^	18v	74^	43^	65^	59^	76	48^
LOVING(B)																												
MON	12.30P	30	ABC		A	4.6	13	408	76^	380	350	197	818	417	591	438	460	275	204	309	43^	120^	127^	85^	44^	123^	46^	120^
	128	73	DO																									
MR. BELVEDERE-M-F																												
TUE-FRI	11.30A	30	ABC	4	A	2.6	11	226	137	265	253	212	792	409	600	432	454	266	170	252	38^	42^	72^	58^	122^	44^	134^	32v
	145	71	CS	4	B	2.6	11	226	137	265	253	212	792	409	600	432	454	266	170	252	38^	42^	72^	58^	122^	44^	134^	32v
					C	2.6	11	226	137	265	253	212	792	409	600	432	454	266	170	252	38^	42^	72^	58^	122^	44^	134^	32v
NBC NEWS DIGEST-DAYTIME																												
WED&FRI	2.57P	1	NBC	7	A	4.7	16	412	76^	169	146	150	820	248	473	359	407	348	299	229	57^	8v	104^	36^	51^	34^	53^	33^
	189	95	N	7	B	3.0	15	266	87^	212	179	139	834	252	475	368	434	391	293	247	71^	32v	65^	49^	31v	27v	41^	17v
					C	3.0	15	266	87^	212	179	139	834	252	475	368	434	391	293	247	71^	32v	65^	49^	31v	27v	41^	17v
NBC NEWS DIGEST-DAYTIME(B)																												
MON	2.57P	1	NBC		A	3.7	11	328	46v	308	215	245	742	279	437	276	337	337	244	274	89^	126^	125^	134^	95^	54^	48v	102^
	147	78	N																									
NBC NEWS:POPE JOHN PAUL(S)																												
THU	2.00P	60	NBC		A	4.7	18	416	82^	132^	90^	140^	846	226	358	225	300	365	413	280	115^	3v	10v	7v	3v	32v	30v	4v
	201	99	N		A	4.8	18	425	93^	134^	97^	151	878	258	383	234	302	363	427	254	98^	<<	4v	2v	3v	29v	31v	<<
	2.00	2.30			A	4.6	17	408	72^	131^	83^	128^	813	193	332	215	299	368	398	308	132^	5v	17v	11v	2v	35v	29v	8v
	2.30	-	3.00																									
NEW CARD SHARKS																												
TUE-FRI	10.30A	30	CBS	9	A	3.1	15	272	75^	157	124	61^	692	200	321	260	312	284	318	472	301	15v	<<	<<	27v	46^	28^	45^
	168	81	QP	9	B	3.3	15	294	74^	139	108	79^	691	200	320	255	307	299	319	423	265	22v	27^	18v	59^	79^	60^	78^
					C	3.3	15	294	74^	139	108	79^	691	200	320	255	307	299	319	423	265	22v	27^	18v	59^	79^	60^	78^
NEW CARD SHARKS(B)																												
MON	10.30A	30	CBS		A	2.7	8	239	79^	243^	201^	51v	617	200^	333	300	319	277	266	392	130^	13v	19v	19v	126^	228^	90^	264^
	104	63	QP																									
NEWSBREAK-11.57																												
MON-THU	11.57A	2	CBS	9	A	5.4	21	476	52^	164	118	74	727	179	321	259	311	305	354	391	196	52^	25^	25^	44^	59^	28^	75
	168	82	N	9	B	5.2	21	461	59^	139	98	97	701	187	312	239	287	279	340	372	181	47^	47^	39^	43^	64	40^	67
					C	5.2	21	461	59^	139	98	97	701	187	312	239	287	279	340	372	181	47^	47^	39^	43^	64	40^	67
NEWSBREAK-3.44																												
TUE	3.44P	1	CBS	8	A	4.5	16	396	63^	190	120	127	898	230	399	306	346	372	459	264	122	6v	45^	34^	13v	34^	19v	28^
	192	93	N	8	B	4.5	16	396	68^	162	97	139	876	252	404	294	332	344	434	238	125	7v	50^	32^	23^	37^	19^	41^
	3.42P	1			C	4.5	16	396	68^	162	97	139	876	252	404	294	332	344	434	238	125	7v	50^	32^	23^	37^	19^	41^
WED	3.42P	1																										
THU	3.40P	1																										
ONE LIFE TO LIVE																												
TUE	2.00P	60	ABC	8	A	8.1	29	721	131	239	211	183	878	378	566	425	479	351	257	245	81	25^	67	50	42^	44^	49^	37^
	213	99	DD	8	B	7.6	28	673	132	223	200	165	862	377	559	432	488	332	247	227	87	26^	64	46	43	56	50	49
	2.00	2.30			C	7.6	28	673	132	223	200	165	862	377	559	432	488	332	247	227	87	26^	64	46	43	56	50	49
					A	8.1	29	718	137	241	212	185	879	382	575	429	480	351	253	246	85	24^	64	48^	45^	39^	47^	37^
CONT'D																												

## SEP. 7-13, 1987

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

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# PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 7-13, 1987

PROGRAM NAME					NO. OF T/C	KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
							AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH WORKING		WOMEN										MEN		TEENS			CHILDREN		
DAY	TIME	DUR	NET							18-49	WOMEN	15-24	18-34	15-24	18-34	25-34	25-34	35-44	35-44	TOTAL	55+	MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.	
	#STNS	CVG%	TYPE			%	%			W/CH	18-49	15-24	18-34	15-24	18-34	25-34	25-34	35-44	35-44			12-17	12-17	15-17	2-11	2-11	5-11	6-11	
MONDAY-FRIDAY DAYTIME CONT'D																													
SANTA BARBARA-CONT'D						A	4.8	17	427	105	194	155	174	855	275	490	368	443	381	290	229	90	18^	112	66^	34^	39^	52^	21^
SANTA BARBARA(B)						A	3.5	10	310	41^	336	258	269	626	314	519	346	410	379	243	253	69^	110^	143^	146^	56^	8^	17^	47^
MON 3.00P 60 NBC						A	3.5	10	310	31^	345	258	270	838	316	514	344	413	384	256	254	84^	108^	141^	148^	45^	16^	10^	51^
153 81 DO						A	3.6	10	319	50^	318	251	260	790	303	508	337	396	364	223	245	52^	109^	140^	140^	65^	<<	24^	41^
3.00 - 3.30						A	3.2	12	284	80^	98^	72^	80^	751	193	315	243	305	291	374	315	135	46^	34^	42^	26^	36^	33^	28^
3.30 - 4.00						A	3.2	12	284	80^	98^	72^	80^	751	193	315	243	305	291	374	315	135	46^	34^	42^	26^	36^	33^	28^
SCRABBLE						A	3.2	12	284	80^	98^	72^	80^	751	193	315	243	305	291	374	315	135	46^	34^	42^	26^	36^	33^	28^
TUE-FRI 12.30P 30 NBC						B	3.2	12	284	80^	98^	72^	80^	751	193	315	243	305	291	374	315	135	46^	34^	42^	26^	36^	33^	28^
149 79 QG						C	3.2	12	284	80^	98^	72^	80^	751	193	315	243	305	291	374	315	135	46^	34^	42^	26^	36^	33^	28^
SCRABBLE(B)						A	3.8	11	337	98^	189	132^	74^	645	173^	308	273	301	300	309	354	87^	95^	66^	134^	91^	83^	45^	128^
MON 12.30P 30 NBC						A	3.4	13	298	95^	98^	78^	93^	712	173	287	228	278	280	375	318	119	26^	62^	51^	37^	66^	65^	37^
115 62 QG						B	3.6	14	315	85^	79^	65^	116	703	177	294	225	267	257	367	338	128	25^	86^	63^	44^	64^	70^	38^
SUPER PASSWORD						C	3.6	14	315	85^	79^	65^	116	703	177	294	225	267	257	367	338	128	25^	86^	63^	44^	64^	70^	38^
MON-FRI 12.00N 30 NBC						A	3.2	16	286	72^	176	11^	61^	706	185	321	263	345	329	303	433	257	19^	4^	4^	17^	22^	11^	28^
178 88 QP						B	3.2	15	287	73^	172	114	77^	731	199	325	259	346	344	318	406	238	19^	19^	14^	48^	51^	39^	59^
\$25,000 PYRAMID						C	3.2	15	287	73^	172	114	77^	731	199	325	259	346	344	318	406	238	19^	19^	14^	48^	51^	39^	59^
TUE-FRI 10.00A 30 CBS						A	2.6	8	230	23^	217^	87^	42^	606	73^	148^	126^	207^	351	377	452	194^	15^	20^	19^	57^	31^	21^	67^
111 72 QP																													
US OPN TENNIS(FRI) 11:00A(S)						A	2.5	10	222	83^	183^	156^	65^	653	176^	279^	214^	265^	205^	323	536	238^	2^	9^	3^	19^	20^	19^	20^
FRI 11.00A 242 CBS						A	2.4	10	204	107^	148^	82^	12^	616	166^	247^	235^	299^	197^	306^	440	178^	<<	<<	<<	53^	9^	42^	20^
209 99 SE						A	1.9	9	168	117^	157^	86^	11^	544	148^	196^	184^	262^	166^	271^	536	203^	17^	14^	17^	16^	28^	31^	14^
11.00 - 11.30						A	2.2	9	195	55^	173^	125^	79^	588	127^	208^	129^	209^	200^	300^	533	296^	5^	19^	5^	6^	<<	9^	<<
11.30 - 12.00						A	2.7	11	239	77^	230^	205^	130^	764	252^	360	229^	298	243^	336	489	217^	2^	<<	2^	22^	23^	22^	23^
12.00 - 12.30						A	2.5	9	222	71^	250^	247^	106^	729	224^	337	231^	264^	221^	359	573	205^	<<	<<	<<	24^	26^	24^	25^
12.30 - 1.00						A	2.9	10	257	58^	146^	146^	58^	651	150^	283	224^	256	211^	337	565	262	<<	<<	<<	21^	24^	22^	23^
1.00 - 1.30						A	2.8	10	248	89^	179^	177^	57^	632	184^	289	232^	257	168^	319	547	255^	<<	4^	<<	9^	23^	9^	23^
1.30 - 2.00						A	2.9	10	257	89^	163^	144^	51^	614	141^	260	211^	253	207^	312	541	249	<<	32^	2^	<<	22^	<<	22^
2.00 - 2.30						A	2.7	10	239	79^	113^	90^	27^	610	101^	244^	217^	253^	244^	330	569	286	<<	31^	<<	<<	23^	<<	23^
2.30 - 3.00																													
3.00 - 3.30																													
JS OPN TENNIS(FRI) 12:30P(S)						A	3.7	11	328	84^	120^	74^	42^	603	149^	225	191^	227	192^	343	534	282	54^	28^	37^	46^	61^	28^	79^
FRI 3.34P 179 CBS																													
208 99 SE																													
CONT'D																													

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 7 13, 1987

PROGRAM NAME										HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET	NO.	KEY	AVG.	AVG.	T/C	Y	LOH WORKING		W O M E N							M E N		T E E N S			C H I L D R E N								
#STNS	CVG%	TYPE	OF	AUD.		SH	AUD.			18-49	WOMEN	15-	18-	18-	25-	25-	35-	TOTAL	55+	MALE	FEM.	TOT.	MALE	FEM.	TOT.	10						
										%	%	0,000	W/CH	18-	15-	18-	18-	25-	25-	35-			12-	12-	15-	2-	2-	2-	6			
										%	%	0,000	<3	18+	49	24	TOTAL	34	49	49	54	64	55+	TOTAL	55+	17	17	17	11	11	5	11
MONDAY-FRIDAY DAYTIME CONT'D																																
US OPN TENNIS(FRI) 12:30-CONT'D																																
3.30 - 4.00																																
4.00 - 4.30																																
4.30 - 5.00																																
5.00 - 5.30																																
5.30 - 6.00																																
6.00 - 6.30																																
6.30 - 7.00																																
WHEEL OF FORTUNE																																
TUE-FRI 11.00A 30 NBC 9																																
203 99 QG 9																																
WHEEL OF FORTUNE(B)																																
MON 11.00A 30 NBC																																
156 80 QG																																
WHO'S THE BOSS? M-F																																
TUE-FRI 11.00A 30 ABC 9																																
171 87 CS 9																																
WHO'S THE BOSS? M-F(B)																																
MON 11.00A 30 ABC																																
127 74 CS																																
WIN, LOSE OR DRAW																																
TUE-FRI 11.30A 30 NBC																																
182 89 QG																																
WIN, LOSE OR DRAW(B)																																
MON 11.30A 30 NBC																																
139 71 QG																																
YOUNG AND THE RESTLESS																																
TUE-THU 12.30P 60 CBS																																
209 99 DD																																
12.30 - 1.00																																
1.00 - 1.30																																

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.



# PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 7 13, 1987

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN		MEN		TEEN S					CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
										15-24	TOTAL	15-24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.	MALE	FEM.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 7 13, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
DAY	TIME	DUR	NET #STNS	CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000		TOT. PERS. (2+)	WOMEN		MEN		T E E N S					C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
												15- 24	TOTAL	18- 49	15- 24	TOTAL	TOTAL 12- 17	MALE 12- 17	FEM. 12- 17	TOT. 12- 14	TOT. 15- 17	TOTAL 2- 11	MALE 2- 11	FEM. 2- 11	TOT. 5- 11	TOT. 6- 11	MALE 6- 11	FEM. 6- 11	TOT. 12- 17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
WEEKEND DAYTIME CHILDREN CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP.7-13,1987

PROGRAM NAME										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
DAY	TIME	DUR	NET	NO. OF	T/C	K E Y	HOUSEHOLD AUDIENCES			TOT. PERS.  (2+)	WOMEN		MEN		T E E N S					C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
							AVG. AUD. %	SH %	AVG. AUD. 0,000		15- 24	18- 49	15- 24	TOTAL	TOTAL	12- 17	MALE	12- 17	FEM.	12- 17	TOT.	15- 17	TOTAL	TOTAL	MALE	2- 2-	FEM.	2- 2-	TOT.	2- 2-	MALE	6- 6-	FEM.	6- 6-	TOT.	6- 6-	9- 9-	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
WEEKEND DAYTIME CHILDREN CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8

# PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 7-13, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																					
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS ING WOM. (2+) 18+	W O M E N					M E N										T E E N S		C H D																								
									TOTAL		18-	21+	25-	TOTAL	18-	18-	18-	21	21-	25-	25-	35-	TOT. MALE	TOT.																										
#STNS	CVG%	TYPE							49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	12-	12-	2-																									
WEEKEND DAYTIME SPORTS																																																		
ABC COLLEGE FOOTBALL-PRE										A	3.3	9	292	1427	136A	432	262	396	185A	709	143A	351	462	624	377	395	319	337	225	229	140A	88A	147A																	
SAT 3.00P 23 ABC										B	3.3	9	292	1427	136A	432	262	396	185A	709	143A	351	462	624	377	395	319	337	225	229	140A	88A	147A																	
155 82 SC										C	3.3	9	292	1427	136A	432	262	396	185A	709	143A	351	462	624	377	395	319	337	225	229	140A	88A	147A																	
ABC COLLEGE FOOTBALL-GAME										A	8.0	21	709	1495	166	456	258	433	249	818	90A	284	477	780	439	489	388	438	385	290	129	107	92																	
SAT 3.23P 207 ABC										B	8.0	21	709	1495	166	456	258	433	249	818	90A	284	477	780	439	489	388	438	385	290	129	107	92																	
203 97 SE										C	8.0	21	709	1495	166	456	258	433	249	818	90A	284	477	780	439	489	388	438	385	290	129	107	92																	
NOTRE DAME VS MICHIGAN										A	4.8	13	425	1551	160	484	315	445	248	751	120A	323	502	685	436	505	382	450	313	181	128A	79A	188																	
3.00 - 3.30										A	6.5	18	576	1509	153	433	255	405	242	802	92A	312	516	762	476	531	424	479	357	231	146	95A	128																	
3.30 - 4.00										A	7.9	22	700	1507	161	431	242	411	240	849	85A	315	506	808	465	524	422	481	382	284	141	103	86A																	
4.00 - 4.30										A	8.3	22	735	1490	177	424	248	403	249	831	95	295	492	785	446	495	397	446	401	290	123	106	111																	
4.30 - 5.00										A	7.4	20	656	1512	191	464	274	438	268	813	83A	298	498	774	459	496	415	452	387	279	139	124	96A																	
5.00 - 5.30										A	8.8	23	780	1456	157	463	250	447	250	800	80A	255	436	768	404	454	356	406	385	314	121	113	72A																	
5.30 - 6.00										A	9.1	22	806	1501	165	473	266	452	241	842	98	270	464	811	433	485	366	418	401	326	123	114	63A																	
6.00 - 6.30										A	8.7	20	771	1553	167	529	281	498	269	821	94	249	447	785	410	460	353	403	402	325	114	99	88																	
6.30 - 7.00										A	6.1	14	540	1590	197	566	305	533	290	781	112A	277	463	731	412	445	350	383	355	286	123	94A	119																	
ABC COLLEGE FOOTBALL-POST										A	6.1	14	540	1590	197	566	305	533	290	781	112A	277	463	731	412	445	350	383	355	286	123	94A	119																	
SAT 6.50P 10 ABC																											B	6.1	14	540	1590	197	566	305	533	290	781	112A	277	463	731	412	445	350	383	355	286	123	94A	119
204 97 SC																											C	6.1	14	540	1590	197	566	305	533	290	781	112A	277	463	731	412	445	350	383	355	286	123	94A	119
CBS NFL TODAY										A	6.2	19	549	1348	156	401	229	386	240	776	108A	294	489	718	432	502	381	451	369	216	69A	69A	102A																	
SUN 12.30P 30 CBS										B	6.2	19	549	1348	156	401	229	386	240	776	108A	294	489	718	432	502	381	451	369	216	69A	69A	102A																	
207 99 SC										C	6.2	19	549	1348	156	401	229	386	240	776	108A	294	489	718	432	502	381	451	369	216	69A	69A	102A																	
CBS NFL FOOTBALL GAME 1										A	13.5	34	1196	1536	203	477	254	463	255	864	100	281	540	825	501	571	440	511	452	253	79	62	117																	
SUN 1.00P 198 CBS										B	13.5	34	1196	1536	203	477	254	463	255	864	100	281	540	825	501	571	440	511	452	253	79	62	117																	
209 99 SE										C	13.5	34	1196	1536	203	477	254	463	255	864	100	281	540	825	501	571	440	511	452	253	79	62	117																	
VARIOUS TEAMS AND TIMES										A	11.7	32	1037	1438	141	425	204	410	200	800	97	248	486	761	446	516	388	458	415	245	61A	58A	151																	
1.00 - 1.30										A	13.7	35	1214	1478	176	451	235	436	232	833	104	274	510	793	470	539	406	475	417	254	73	57	121																	
1.30 - 2.00										A	14.1	36	1249	1516	197	470	240	458	240	854	104	286	529	817	493	567	425	499	435	250	80	56	111																	
2.00 - 2.30										A	12.8	33	1134	1501	202	461	234	447	247	880	90	282	542	847	509	591	453	534	472	257	64	52A	95																	
2.30 - 3.00										A	14.8	37	1311	1590	239	506	280	493	290	891	114	303	573	845	527	595	459	526	465	250	86	62	107																	
3.00 - 3.30										A	14.3	35	1267	1613	241	515	300	499	299	884	95	279	567	847	530	599	472	541	488	248	99	78	116																	
3.30 - 4.00										A	12.6	31	1116	1579	222	509	279	498	268	869	82	265	535	824	490	559	453	522	475	265	92	85	110																	
4.00 - 4.30										A	6.8	17	602	1598	227	504	322	483	263	852	88A	264	514	809	472	549	427	503	459	261	130	116	112																	
CBS NFL FOOTBALL POST										B	6.8	17	602	1598	227	504	322	483	263	852	88A	264	514	809	472	549	427	503	459	261	130	116	112																	
SUN 4.20P 22 CBS										C	6.8	17	602	1598	227	504	322	483	263	852	88A	264	514	809	472	549	427	503	459	261	130	116	112																	
134 81 SC										A	8.0	19	709	1522	189	440	265	421	221	866	97	281	519	822	476	548	422	495	456	274	107	97	109																	
VARIOUS TEAMS AND TIMES										A	8.0	19	709	1522	189	440	265	421	221	866	97	281	519	822	476	548	422	495	456	274	107	97	109																	
4.00 - 4.30										CONT'D																																								

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 7 13, 1987

PROGRAM NAME					NO. OF T/C	KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
DAY	TIME	DUR	NET	T/C			AVG. AUD. %	SN %	AVG. AUD. 0.000	TOT. WORK. PERS		W O M E N				M E N										T E E N S		TOT.	MALF	TOT.		
										ING	WOM.	18- (2+)	18+	25- 54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	12- 17	12 17					
WEEKEND DAYTIME SPORTS CONT'D																																
CBS NFL FOOTBALL POST-CONT'D 4.30 - 5.00																																
NBC MAJOR LEAGUE PRE GAME					A	5.8	14	514	1649	264	568	375	544	304	819	66^	239	499	785	465	540	434	509	455	245	151	134	109				
SAT 2.00P 20 NBC					A	4.7	15	416	1427	109^	441	255	386	185	669	168	325	445	543	319	359	276	316	231	184	115^	53^	202				
181 93 SC					B	4.5	16	395	1404	118	443	242	410	206	574	132	283	380	494	300	322	247	270	185	172	101^	48^	286				
					C	4.5	16	395	1404	118	443	242	410	206	574	132	283	380	494	300	322	247	270	185	172	101^	48^	286				
NBC MAJOR LEAGUE BASEBALL					A	5.7	16	505	1360	126	500	212	476	185	715	109^	233	360	658	303	365	251	313	261	293	45^	21^	100^				
SAT 2.20P 184 NBC					B	5.7	18	509	1349	135	494	222	476	200	664	89^	210	326	620	282	329	237	284	242	291	57^	32^	134				
190 96 SE					C	5.7	18	509	1349	135	494	222	476	200	664	89^	210	326	620	282	329	237	284	242	291	57^	32^	134				
ST LOUIS VS NY METS																																
LA VS ATLANTA																																
2.00 - 2.30					A	4.9	15	434	1395	125^	490	259	440	208	693	138^	269	393	581	281	359	255	333	287	222	80^	41^	131^				
2.30 - 3.00					A	6.3	19	558	1344	139	482	248	436	203	659	109^	239	365	580	285	353	255	323	261	227	73^	43^	129				
3.00 - 3.30					A	6.3	18	558	1368	126	492	224	461	195	714	123	256	387	644	317	375	264	322	261	269	57^	36^	106^				
3.30 - 4.00					A	5.7	16	505	1328	120^	482	185	471	188	751	116^	236	370	709	328	386	254	312	252	323	33^	21^	63^				
4.00 - 4.30					A	5.3	15	470	1353	156	524	220	513	191	732	103^	227	340	695	304	363	237	296	241	332	17^	4^	79^				
4.30 - 5.00					A	5.4	15	478	1359	113^	488	193	473	163	733	93^	211	342	690	300	361	249	311	263	329	34^	1^	104^				
5.00 - 5.30																																
NFL LIVE					A	5.3	14	470	1402	99^	523	174	503	149	779	96^	207	450	682	305	364	255	314	301	318	38^	6^	114^				
SUN 12.30P 30 NBC					A	4.6	14	408	1438	204	429	252	423	233	816	180	424	618	749	552	583	438	470	303	166	74^	71^	119^				
191 96 SC					B	4.6	14	408	1438	204	429	252	423	233	816	180	424	618	749	552	583	438	470	303	166	74^	71^	119^				
					C	4.6	14	408	1438	204	429	252	423	233	816	180	424	618	749	552	583	438	470	303	166	74^	71^	119^				
NFL GAME 1					A	7.4	19	656	1619	241	461	336	440	256	884	138	451	634	823	573	621	496	544	312	201	130	97	145				
SUN 1.00P 188 NBC					B	7.4	19	656	1619	241	461	336	440	256	884	138	451	634	823	573	621	496	544	312	201	130	97	145				
191 90 SE					C	7.4	19	656	1619	241	461	336	440	256	884	138	451	634	823	573	621	496	544	312	201	130	97	145				
VARIOUS TEAMS AND TIMES																																
1.00 - 1.30					A	5.8	16	514	1666	248	482	333	460	261	878	169	482	647	799	567	604	478	515	278	195	140	121^	166				
1.30 - 2.00					A	7.2	19	638	1649	272	475	359	456	267	875	150	473	656	801	582	623	507	547	294	177	139	106	160				
2.00 - 2.30					A	7.5	19	665	1584	238	457	341	425	245	842	125	432	610	791	559	610	485	537	296	180	151	107	134				
2.30 - 3.00					A	7.6	20	673	1658	273	502	388	478	275	890	158	464	649	825	583	651	490	559	331	174	132	81^	134				
3.00 - 3.30					A	7.6	19	673	1616	237	462	338	445	256	882	116	432	612	836	566	611	496	541	314	225	133	99	140				
3.30 - 4.00					A	8.5	21	753	1603	201	421	289	406	243	934	126	443	645	878	588	639	518	569	346	239	97	81^	149				
4.00 - 4.30					A	7.2	18	638	1619	196	430	276	419	273	940	139	457	653	874	587	637	514	564	338	237	118	90^	131				
NFL GAME 2					A	16.7	39	1480	1627	238	541	317	530	295	893	133	339	584	831	523	598	451	526	426	234	111	83	82				
SUN 4.25P 170 NBC					B	16.7	39	1480	1627	238	541	317	530	295	893	133	339	584	831	523	598	451	526	426	234	111	83	82				
204 98 SE					C	16.7	39	1480	1627	238	541	317	530	295	893	133	339	584	831	523	598	451	526	426	234	111	83	82				
L A RAIDERS VS GREEN BAY																																
SEATTLE VS DENVER																																
4.00 - 4.30					A	11.8	29	1045	1563	244	516	303	510	286	879	129	320	559	813	494	555	431	492	427	258	95	68	74				
CONT'D																																

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 7-13, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
DAY	TIME	DUR	NET #STNS CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SN %	AVG. AUD. 0,000	TOT. WORK. PERS ING		W O M E N				M E N										T E E N S		CHD			
									(2+)		18+	TOTAL	49	21+	54	TOTAL	18- 24	18- 34	18- 49	21+ 21+	21- 54	25- 49	25- 54	35- 64	55+	TOT. 12- 17		MALE 12- 17		
WEEKEND DAYTIME SPORTS CONT'D																														
NFL GAME 2-CONT'D																														
	4.30 - 5.00					A	15.1	37	1338		1635	218	517	294	512	265	923	145	357	592	852	521	588	447	513	421	264	118	85	77
	5.00 - 5.30					A	17.1	41	1515		1615	218	520	299	511	277	903	131	316	569	839	505	573	439	506	441	266	120	89	72
	5.30 - 6.00					A	16.7	39	1480		1623	242	537	318	521	289	893	131	322	582	835	524	598	451	525	441	237	117	86	75
	6.00 - 6.30					A	17.5	39	1551		1622	251	539	316	526	300	895	125	343	601	834	541	623	476	559	433	211	111	79	77
	6.30 - 7.00					A	18.1	39	1604		1626	240	546	329	534	306	878	137	357	590	820	532	611	453	532	412	209	107	87	96
	7.00 - 7.30					A	16.7	36	1480		1627	268	612	356	603	357	830	126	334	551	781	501	582	425	505	385	199	76	61	109
US OPEN TENNIS-SU-RA(NOUT(S)																														
SUN	4.36P 144					A	3.3	8	292		1336	182^	495	222	483	204^	693	30^	167^	355	677	339	402	325	388	375	275	76^	66^	72^
	206 99 SE																													
	4.30 - 5.00					A	4.4	11	390		1488	213	560	286	543	235	699	69^	196	415	668	383	419	345	381	380	249	130^	112^	99^
	5.00 - 5.30					A	3.5	8	310		1286	200^	453	207	442	198^	718	37^	195^	377	699	359	411	340	392	400	288	59^	55^	57^
	5.30 - 6.00					A	3.0	7	266		1369	191^	471	213^	456	209^	767	14^	199^	410	753	396	484	396	484	427	270	91^	83^	40^
	6.00 - 6.30					A	2.5	6	222		1248	132^	458	201^	453	190^	662	5^	126^	333	657	328	386	328	386	362	271^	79^	60^	50^
	6.30 - 7.00					A	3.1	7	275		1355	169^	558	204^	547	196^	661	14^	114^	250	654	244	336	237	329	328	318	22^	21^	115^
US OPEN TENNIS-SAT-1(S)																														
						A	2.0	8	177		1240	120^	545	380	491	266^	373	95^	183^	198^	364	188^	215^	102^	129^	124^	149^	113^	89^	209^
SAT 10.00A 60 CBS																														
	196 96 SE																													
	10.00 - 10.30					A	2.0	8	177		1265	97^	518	366	465	250^	309^	97^	161^	166^	290^	147^	180^	69^	102^	87^	110^	144^	95^	294^
	10.30 - 11.00					A	2.0	7	177		1215	143^	572	393	516	283^	438	93^	206^	229^	438	229^	249^	136^	156^	161^	188^	83^	83^	123^
US OPEN TENNIS-SAT-2(S)																														
SAT	11.00A 300					A	3.6	11	319		1240	197^	552	271	527	232	567	68^	185^	305	562	300	324	237	261	274	238	78^	55^	43^
	202 98 SE																													
	11.00 - 11.30					A	2.5	9	222		1179	114^	577	299	558	256^	454	45^	151^	205^	454	205^	233^	161^	188^	208^	221^	94^	94^	54^
	11.30 - 12.00					A	2.7	9	239		1191	95^	492	208^	482	193^	542	53^	174^	231^	542	231^	265^	178^	212^	248^	277	100^	89^	58^
	12.00 - 12.30					A	3.1	10	275		1115	166^	484	194^	464	207^	513	71^	188^	247	495	228^	252	175^	199^	199^	243	62^	46^	55^
	12.30 - 1.00					A	3.2	11	284		1184	214^	555	246	535	209^	570	27^	134^	258	550	238	278	232	271	295	272	26^	<<	32^
	1.00 - 1.30					A	3.9	13	346		1210	217	557	264	533	246	531	37^	141^	256	526	251	278	219	246	262	248	62^	29^	60^
	1.30 - 2.00					A	4.2	14	372		1323	192	601	312	570	267	591	59^	173	334	591	334	365	276	307	315	226	79^	46^	53^
	2.00 - 2.30					A	3.8	12	337		1365	212	586	323	552	259	632	81^	220	388	632	388	411	307	330	313	221	79^	53^	68^
	2.30 - 3.00					A	3.3	10	292		1301	254	624	320	590	248	580	77^	208^	353	578	352	372	276	296	299	206^	87^	51^	11^
	3.00 - 3.30					A	4.1	12	363		1213	211	537	252	521	211	591	85^	192	338	591	338	344	253	259	299	247	79^	62^	6^
	3.30 - 4.00					A	4.8	13	425		1356	250	549	292	514	237	650	122^	252	380	643	373	391	258	276	283	252	116^	8^	42^
US OPEN TENNIS-SAT-3(S)																														
SAT	4.00P 210					A	5.2	13	461		1385	259	600	307	591	293	645	85^	223	351	634	341	375	266	300	292	259	84^	57^	56^
	207 99 SE																													
	4.00 - 4.30					A	5.2	14	461		1418	287	591	343	557	283	646	108^	262	367	643	363	375	259	271	262	267	94^	83^	87^
	CONT'D																													

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.



## PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 7-13, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			T E E N S			CHD TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
DAY	TIME	DUR	NET #STNS	CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000		TOT. WORK. PERS (NG WOM. (2+) 18+	W O M E N				M E N										T E E N S																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
												TOTAL	18-	21+	54	TOTAL	19-	18-	18-	21+	49	54	49	54	64	55+	12-	12-	2-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
WEEKEND DAYTIME SPORTS CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							

# PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 7 13, 1987

PROGRAM NAME					NO. OF T/C	KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							TITL																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
DAY	TIME	DUR #STNS	NET CVG% TYPE	AVG. AUD. %			SH %	AVG. AUD. 0,000	TOT. WORK- PERS ING WOM. (2+) 18+	W O M E N										M E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
										18-	18-	25-	25-	35-	18-	18-	21-	25-	25-	35-	18-	18-	21+	49	49	54	64	55+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 7 13, 1967

PROGRAM NAME					NO. OF T/C	K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET CVG%	TYPE			AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING		LOH 18-49 W/CH	W O M E N					M E N					T E E N S		B I L L I N G				
										PERS	WOMEN		18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	10					
#STNS								(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11		
HOLIDAY DAYTIME SPECIALS																													
MR. BELVEDERE-MON(S)					A		2.8	8	248	1814	352	308	28v	681	333	516	374	264	137^	403	270	362	184^	94^	39v	376	214^	354	214^
MON 11.30A 30 ABC																													
107 61 CS																													
US OPEN TENNIS (MON)(S)					A		3.8	11	337	1287	237	194	46v	498	163^	254	220	171^	217	662	209	375	327	280	236	74^	26v	54^	18v
MON 12.30P 330 CBS																													
136 82 SE																													
12.30 - 1.00					A		3.5	10	310	1288	263	185^	49v	604	215	280	217	199^	311	443	151^	276	208	148^	165^	107^	36v	134^	86^
1.00 - 1.30					A		3.4	10	301	1301	301	242	70^	620	275	342	268	171^	266	533	149^	321	262	207^	211	90^	31v	58^	30v
1.30 - 2.00					A		3.5	10	310	1321	271	228	38v	570	198^	314	251	203^	226	588	186^	361	268	229	221	127^	44v	36v	18v
2.00 - 2.30					A		4.0	11	354	1280	228	204	37v	524	179	289	257	169^	205	610	199	371	287	238	222	111^	28v	35v	16v
2.30 - 3.00					A		4.2	12	372	1300	257	224	46^	501	178	299	283	180	167^	657	240	417	345	280	187	100^	37v	42v	15v
3.00 - 3.30					A		4.0	12	354	1383	245	207	75^	492	141^	281	279	212	176^	701	263	419	358	272	213	114^	45v	76^	21v
3.30 - 4.00					A		3.7	11	328	1244	171^	162^	91^	432	151^	236	202	131^	176^	672	265	409	345	258	217	46v	21v	94^	14v
4.00 - 4.30					A		3.7	11	328	1228	216	191^	45v	427	133^	205	191^	150^	198	722	213	372	347	314	293	26v	20v	53^	<<
4.30 - 5.00					A		3.5	10	310	1312	232	185^	20v	442	132^	185^	167^	136^	232	793	223	386	385	349	319	43v	19v	34v	<<
5.00 - 5.30					A		3.7	10	328	1271	230	177^	19v	453	131^	196	144^	135^	236	777	209	388	378	367	288	23v	<<	17v	<<
5.30 - 6.00					A		4.3	11	381	1327	217	155^	20v	470	99^	196	177	198	235	797	203	410	414	410	283	35v	6v	24v	<<

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. SEP. 7, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	50.2	50.5	51.1	53.5	56.0	58.1	59.0	60.3	60.1	60.8	60.0	59.8	57.7	55.9	53.9	49.3

## ABC TV

AVERAGE AUDIENCE  
(HHids (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

ABC COLLEGE FBLL SPECIAL U.S. C. VS. MICHIGAN STATE (8:00-11:37)(PAE)																	
9.570																	
10.8	9.4	*		11.4	*		12.1	*		11.1	*		11.9	*		11.3	*
20	17	*		20	*		20	*		19	*		21	*		21	*
9.0	9.9		11.1	11.7		12.4	11.8		11.5	10.7		11.8	12.1		11.8	10.8	

## CBS TV

AVERAGE AUDIENCE  
(HHids (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

KATE & ALLIE MY SISTER SAM (R)(PAE)				NEW HART (R)		DESIGNING WOMEN (R)(PAE)		CAGNEY & LACEY (R)			
10,370		11,080		14,620		13,820		10,630			
11.7		12.5		16.5		15.6		12.0		12.1	*
21		21		27		26		22		21	*
11.1	12.2	12.2	12.7	16.0	17.1	15.4	15.8	12.1	12.1	12.0	11.6

## NBC TV

AVERAGE AUDIENCE  
(HHids (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

A-F (R)		VALERIE (R)		NBC MONDAY NIGHT MOVIES A YEAR IN THE LIFE, PART 3 (R)							
13,290		13,380		10,810							
15.0		15.1		12.2		11.9	*	12.5	*	12.9	*
26		25		21		20	*	21	*	23	*
14.5	15.5	14.8	15.5	12.0	11.9	12.4	12.5	13.2	12.7	12.8	9.9

## INDEPENDENTS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

11.9	12.5	12.7	13.3	13.5	13.7	13.6	11.2
24	24	22	22	22	23	24	22

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.3	3.3	3.7	4.1	4.1	4.2	4.4	3.6
7	6	6	7	7	7	8	7

## FBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.7	2.3	2.9	3.3	2.7	2.5	1.7	1.7
3	4	5	6	4	4	3	3

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.9	5.0	5.6	5.9	6.6	6.7	6.5	6.1
8	10	10	10	11	11	11	12

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.5	2.8	3.3	3.6	4.1	4.7	4.4	4.1
5	5	6	6	7	8	8	8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. TUE. SEP. 8, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
AUD	52.9	54.0	55.6	57.2	56.2	58.8	60.7	61.8	60.0	60.3	59.8	58.2	54.0	52.4	50.4	49.1

## ABC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

WHO'S THE BOSS? (R)	GROWING PAINS (R)(PAE)	MOONLIGHTING (R)(PAE)	CONSTITUTION
16,130	17,900	15,860	8,770
18.2	20.2	17.9 *	18.0 * 9.9
32	33	30 *	31 * 19
17.0	19.3	20.0	17.8 11.4
		20.3	10.7 * 9.4
		17.8	9.2 * 18 *
		17.9	18.1

## CBS TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

SIMON & SIMON(B) (R)(PAE)	HOUSTON KNIGHTS (R)(PAE)	NIGHT HEAT
4,780	9,390	9,920
5.4	5.0 *	10.9 * 11.2
9	9 *	18 * 22
4.9	5.0	11.1 11.2
	5.8	11.3 * 11.0
	5.9	11.3
	10.0	11.2 *
	10.5	11.4
	10.7	

## NBC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

MATLOCK (R)	MOVIE OF THE WEEK-TUESDAY BEYOND THE LIMIT
10,720	7,800
12.1	11.7 *
20	20 *
11.6	11.7
	12.4
	12.6
	9.7
	9.5 *
	16 *
	9.3
	8.7
	8.2
	8.7
	8.5 *
	14 *
	8.6 *
	16 *
	8.5
	8.6
	8.6 *
	17 *
	8.5

## INDEPENDENTS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

10.9	11.6	11.6	11.4	11.0	10.7	11.1	9.9
20	21	20	19	18	18	21	20

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.6	2.6	3.0	3.1	3.1	3.1	2.9	2.7
5	5	5	5	5	5	5	5

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.6	2.1	2.1	2.0	2.7	2.8	2.6	2.4
3	4	4	3	4	5	5	5

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

5.9	5.4	5.9	6.2	7.1	7.1	6.1	5.8
11	10	10	10	12	12	11	12

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.9	2.5	2.9	3.7	4.5	4.0	4.6	3.8
4	4	5	6	7	7	9	8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. WED. SEP. 9, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
THU	49.1	49.9	51.8	53.5	52.4	54.5	55.7	57.4	57.8	59.1	58.8	59.2	56.1	55.1	53.6	51.5

## ABC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

PERFECT STRANGERS (R)	HEAD OF THE CLASS (R)(PAE)	MACGYVER (R)(PAE)	HOTEL (R)
11,780	12,580	9,830	7,350
13.3	14.2	11.1	10.8 *
25	25	19	18 *
12.4	14.2	11.4	10.7
		10.9	8.3
			8.0
			8.2
			8.5 *
			16 *
			8.8

## CBS TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

MIKE HAMMER (R)	MAGNUM, P.I. (R)(PAE)	EQUALIZER (R)
5,760	10,280	11,700
6.5	11.6	12.0 *
6.3 *	11.2 *	13.2 *
12	19 *	20 *
12 *	10.8	11.9
6.1	11.6	13.0
6.4	12.1	13.5
6.6		13.5
6.8		12.9
		13.2 *
		25 *

## NBC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

HIGHWAY TO HEAVEN (R)	BRONX ZOO (R)	ST. ELSEWHERE (R)
9,040	7,620	7,530
10.2	8.6	8.6 *
9.5 *	8.6 *	8.6 *
18	15 *	15 *
18 *	8.5	8.5
8.9	8.5	8.6
10.0	8.5	8.4
10.7		8.5
11.0		8.5
8.7		8.5
		8.5
		8.5

## INDEPENDENTS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

13.3	12.7	11.4	11.2	13.3	13.6	12.0	10.8
27	24	21	20	23	23	22	21

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.4	2.7	2.3	2.2	3.1	3.2	2.4	2.5
5	5	4	4	5	5	4	5

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.5	1.9	2.4	3.0	3.0	2.9	2.8	2.5
3	4	4	5	5	5	5	5

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

4.4	4.5	6.2	6.9	8.1	8.7	8.1	6.4
9	9	12	12	14	15	15	12

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.1	2.5	3.5	3.8	4.1	4.3	4.1	3.6
4	5	7	7	7	7	7	7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.



# Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. SEP. 10, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	49.0	50.2	50.7	53.1	54.2	57.5	58.4	59.8	59.0	59.2	58.9	59.2	56.6	54.8	53.1	50.6

## ABC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

SLEDGE HAMMER  
(R)

CHARMING'S  
(R)(PAE)

TOP IN AMERICA  
(PAE)

20/20

7,180	5,760	5,720	10,990				
8.1	6.5	6.0	5.8 *	6.2 *	12.4	11.8 *	13.1 *
15	11	10	10 *	11 *	23	21 *	25 *
8.0	8.2	6.5	6.5	5.7	5.9	6.5	11.6
							11.9
							12.7
							13.4

## CBS TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

← SCARECROW & MRS. KING →  
(R)(PAE)

CATHOLIC CHURCH-AMERICA  
(PAE)

CBS REPORTS  
THE IN THE RED BLUES

6,560				4,700				4,430				
7.4	7.2 *		7.5 *	5.3	5.6 *		5.0 *	5.0	5.3 *		4.7 *	
13	13 *		13 *	9	9 *		8	9	10 *		9 *	
7.4	7.0	7.5	7.5	6.0	5.2	5.0	5.0	5.4	5.2	4.6	4.8	

## NBC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

BILL COSBY  
SHOW  
(R)

BILL COSBY  
SHOW SPECIAL  
(R)

CHEERS  
(R)

NIGHT COURT  
(R)

← L.A. LAW  
(R) →

20,110	23,300	21,970	22,150	14,530			
22.7	26.3	24.8	25.0	16.4	16.9 *		15.8 *
41	44	42	42	31	30 *		31 *
20.6	24.7	25.9	26.6	24.5	25.1	24.9	25.2

## INDEPENDENTS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

11.1	10.9	9.4	9.9	11.0	11.4	11.6	10.0
22	21	17	17	19	19	21	19

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.9	2.6	2.5	2.6	3.4	3.7	3.1	2.7
6	5	4	4	6	6	6	5

## FBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.7	1.9	2.1	2.7	3.5	3.4	2.1	1.8
3	4	4	5	6	6	4	3

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

5.1	6.4	6.1	6.6	6.5	6.5	5.1
10	11	10	11	11	12	10

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.8	2.3	2.5	3.0	4.4	4.7	4.8	4.1
4	4	4	5	7	8	9	8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.

# NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. SEP. 11, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
1111	47.8	48.8	48.5	49.4	49.7	51.3	52.5	53.7	53.0	53.6	54.2	53.5	51.6	51.3	50.0	49.4

## ABC TV

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

WEBSTER (R)(PAE)	MR. BELVEDERE (R)(PAE)	MAX HEADROOM (R)	GOOD EVENING AMERICA
7,350	8,510	5,850	7,000
8.3	9.6	6.6	7.9
16	18	12	16
8.1	8.6	6.5	8.1

## CBS TV

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

SUMMER PLAYHOUSE (8) TRAVELLING MAN (PAE)	DALLAS (R)(PAE)	ADOERLY
5,940	6,290	7,530
6.7	7.1	8.5
13	13	17
6.4	6.7	8.0

## NBC TV

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

ALF LOVES A MYSTERY	AMAZING STORIES SPECIAL (R)	MIAMI VICE (R)	CRIME STORY (R)
9,130	8,330	10,630	8,510
10.3	9.4	12.0	9.6
20	18	22	19
10.1	9.1	11.5	9.7

## INDEPENDENTS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

11.6	12.0	11.5	12.0	12.4	12.6	10.9	9.9
24	24	23	23	23	23	21	20

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.0	3.3	3.6	3.8	4.0	4.0	2.9	2.7
6	7	7	7	8	7	6	5

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.5	1.8	2.4	2.3	2.6	2.3	1.8	1.5
3	4	5	4	5	4	3	3

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

5.2	5.8	6.9	7.5	8.5	8.4	7.7	6.7
11	12	14	14	16	16	15	13

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.4	2.2	3.3	4.1	4.9	4.3	5.7	5.9
5	4	7	8	9	8	11	12

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	44.3	45.7	46.2	46.4	46.1	51.8	52.9	53.9	54.7	55.1	54.4	54.1	52.4	51.2	50.3	49.2	47.1	46.0

ANIMAL  
CRACK UPSELLEN BURSTYN  
SHOW  
(R)(PAE)HOTEL SPECIAL  
(9:00-10:55)(R)(PAE)

(PAE)

## ABC TV

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

6,200 4,080 5,050  
7.0 4.6 5.7  
14 9 11  
6.7 4.7 4.5 4.7 5.1 5.8 5.6 6.1 6.0 6.3

## CBS TV

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

US OPEN  
TENNIS-SAT-3  
(4:00-7:30)CBS COLLEGE FTBL GAME (SP)  
ALABAMA VS PENN STATE  
(8:10-11:40)(PAE)

8,060  
9.1 7.2 \* 9.2 \* 9.4 \* 9.8 \* 9.8 \* 9.6 \* 8.7 \*  
18 15 \* 18 \* 18 \* 18 \* 19 \* 19 \* 18 \*  
6.6 7.3 8.9 9.5 9.5 9.4 10.0 9.6 9.8 9.8 9.7 9.5 8.8 8.6

## NBC TV

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

FACTS OF LIFE  
(R)227  
(R)GOLDEN GIRLS  
(R)AMEN  
(R)HUNTER  
(R)(PAE)

10,540 13,020 16,480 14,090 13,290  
11.9 14.7 18.6 15.9 15.0 15.2 \* 14.8 \*  
23 28 34 29 30 29 \* 30 \*  
11.4 12.4 14.4 15.1 18.1 19.2 15.9 15.8 15.1 15.3 15.4 14.3

## INDEPENDENTS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

10.6 10.9 11.6 13.0 12.0 12.8 10.8 9.4 8.4  
24 24 23 24 22 24 21 19 18

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.2 3.2 2.5 3.0 3.5 3.8 3.2 2.5 2.5  
7 7 5 6 6 7 6 5 5

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.8 2.2 3.0 3.2 2.8 2.8 2.8 2.4 2.3  
4 5 6 6 5 5 5 5 5

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

8.0 8.8 7.5 6.3 5.6 6.2 6.3 6.0 4.9  
18 19 15 12 10 11 12 12 11

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.1 2.8 4.1 4.7 5.8 6.0 4.6 4.6 4.2  
7 6 8 9 11 11 9 9 9

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
HUT		39.6	36.4	34.2	31.0	27.3	25.0	22.4	19.9	17.9	16.1	14.2	13.3	12.1	10.9

## ABC TV

(1)

AVERAGE AUDIENCE	{	1,950
(Hhds (000) & %)	{	2.2
SHARE AUDIENCE	%	6
AVG. AUD. BY 1/4 HR	%	2.2

## CBS TV

(PAE)

AVERAGE AUDIENCE	{	
(Hhds (000) & %)	{	
SHARE AUDIENCE	%	
AVG. AUD. BY 1/4 HR	%	

## NBC TV

← SATURDAY NIGHT → (PAE)  
(11:30-12:50)(PAE)

AVERAGE AUDIENCE	{	7,440				
(Hhds (000) & %)	{	8.4	9.6 *		8.1 *	
SHARE AUDIENCE	%	26	26 *		25 *	
AVG. AUD. BY 1/4 HR	%	9.7	9.4	8.2	8.0	7.3

## INDEPENDENTS

AVERAGE AUDIENCE	7.7	8.5	5.8	5.3	4.3	3.4	2.9
SHARE AUDIENCE %	20	20	22	25	25	25	25

## SUPERSTATIONS

AVERAGE AUDIENCE	2.2	1.9	1.4	1.3	0.9	0.9	0.7
SHARE AUDIENCE %	6	6	5	6	5	7	6

## PBS

AVERAGE AUDIENCE	1.8	1.4	0.7	0.5	0.2	0.1	0.1
SHARE AUDIENCE %	5	4	3	2	1	1	1

## CABLE ORIG.

AVERAGE AUDIENCE	4.4	3.4	3.0	2.7	2.5	2.2	2.2
SHARE AUDIENCE %	12	10	11	13	15	16	19

## PAY SERVICES

AVERAGE AUDIENCE	4.3	4.1	3.3	3.1	2.9	2.8	2.4
SHARE AUDIENCE %	11	13	13	15	17	20	21

U.S. TV HOUSEHOLDS: 88,600,000  
(1) ABC WEEKEND REPORT-SAT., ABC, (11:30-11:45)

For explanation of symbols, See page 8.

A-16 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. SUN. SEP. 13, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	51.3	53.5	56.1	58.5	60.3	62.5	64.4	65.4	64.4	62.5	62.1	61.0	59.3	58.1	56.8	55.3	48.7	47.1

## ABC TV

← DISNEY SUNDAY MOVIE → \* SPENSER: FOR HIRE SPEC. → NABISCO FAMILY SHOWCASE  
 DOUBLE SWITCH, PART 1 (R)(PAE) BLUEBIRD 11 (PAE)

AVERAGE AUDIENCE (Hhds (000) & %)	{	5,850			6,820				9,750									
SHARE AUDIENCE	%	6.6	6.5 *		6.7 *	7.7	7.3 *		8.1 *	11.0	9.6 *		10.9 *		11.5 *		12.0 *	
AVG. AUD. BY 1/4 HR	%	12	12 *		12 *	12	12 *		12 *	18	15 *		18 *		20 *		22 *	
	%	6.5	6.5	6.7	6.7	6.7	7.9	8.5	7.8	8.6	10.5	10.8	11.0	11.4	11.6	11.8	12.3	

## CBS TV

← 60 MINUTES → ← MURDER, SHE WROTE → ← CBS SUNDAY MOVIE → (1)  
 (R)(PAE) NOBODY'S CHILD (R)(PAE)

AVERAGE AUDIENCE (Hhds (000) & %)	{	13,290			11,700				10,450								3,010	
SHARE AUDIENCE	%	15.0	13.3 *		16.8 *	13.2	13.0 *		13.5 *	11.8	10.6 *		12.2 *		12.3 *		12.0 *	3.4
AVG. AUD. BY 1/4 HR	%	27	25 *		29 *	21	21 *		21 *	20	17 *		20 *		21 *		22 *	7
	%	11.9	14.8	16.1	17.4	13.1	12.9	13.6	13.4	9.8	11.5	12.3	12.1	12.2	12.4	11.9	12.1	3.4

## NBC TV

(2) ← OUR HOUSE → ← FAMILY TIES → ← NBC SUNDAY NIGHT MOVIE →  
 (7:16-8:16)(PAE) (8:16-9:16)(PAE) PRIVATE EYE (9:16-11:16)(PAE)

AVERAGE AUDIENCE (Hhds (000) & %)	{	15,150			25,690				18,870									
SHARE AUDIENCE	%	17.1			29.0				21.3				21.7 *		21.4 *		20.4 *	19.4 *
AVG. AUD. BY 1/4 HR	%	30			45				37				35 *		36 *		36 *	39 *
	%	16.8	14.5	14.8	16.4	22.2	25.3	27.7	29.5	33.3	24.0	21.9	21.5	21.5	21.3	20.7	20.2	19.7

## INDEPENDENTS

AVERAGE AUDIENCE	11.4	12.3	8.8	7.2	7.1	7.5	7.1	6.0	3.5
SHARE AUDIENCE %	22	21	14	11	11	12	12	11	8

## SUPERSTATIONS

AVERAGE AUDIENCE	3.6	3.6	3.0	2.6	2.2	2.1	1.8	1.6	1.0
SHARE AUDIENCE %	7	6	5	4	3	3	3	3	2

## PBS

AVERAGE AUDIENCE	1.7	1.9	3.3	3.5	2.7	2.7	2.0	1.9	1.3
SHARE AUDIENCE %	3	3	5	5	4	4	3	3	3

## CABLE ORIG.

AVERAGE AUDIENCE	5.2	5.2	4.6	4.9	6.7	7.3	5.6	4.9	3.3
SHARE AUDIENCE %	10	9	7	8	11	12	10	9	7

## PAY SERVICES

AVERAGE AUDIENCE	2.8	2.8	3.4	3.8	4.3	4.4	3.8	3.8	3.6
SHARE AUDIENCE %	5	5	6	6	7	7	6	7	8

U.S. TV HOUSEHOLDS: 88,600,000  
 (1) CBS SUNDAY NEWS-OSGOOD, CBS (1) 00 11,15  
 (2) NFL GAME 2, L A RAIDERS VS GREEN BAY, SEATTLE VS DENVER, (PAE), NBC, (MULTI SEGMENT)

For explanation of symbols, See page B

A-18 Nielsen NATIONAL TV AUDIENCE ESTIMATES

TV SUN 11:30 11:45 12:00 12:15 12:30 12:45 1:00 1:15 1:30 1:45 2:00 2:15 2:30 2:45 3:00

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
HUT	34.5	30.0	25.3	22.1	18.8	17.2	15.5	13.9	11.4	9.9	8.7	7.9	7.4	6.5	

ABC TV

(1)

AVERAGE AUDIENCE	{	1,510
(Hhlds (000) & %)	{	1.7
SHARE AUDIENCE	%	6
AVG. AUD. BY 1/4 HR	%	1.7

CBS TV

AVERAGE AUDIENCE	{	
(Hhlds (000) & %)	{	
SHARE AUDIENCE	%	
AVG. AUD. BY 1/4 HR	%	

NBC TV

(2) G MICHAELS  
(SUS)

AVERAGE AUDIENCE	{	2,130
(Hhlds (000) & %)	{	2.4
SHARE AUDIENCE	%	10
AVG. AUD. BY 1/4 HR	%	2.4

INDEPENDENTS

AVERAGE AUDIENCE	4.8	4.3	3.0	1.9	1.3	1.1	0.9
SHARE AUDIENCE %	15	18	17	13	12	13	13

SUPERSTATIONS

AVERAGE AUDIENCE	1.3	1.1	0.9	0.5 ^	0.4 ^	0.4 ^	0.4 ^
SHARE AUDIENCE %	4	5	5	3 ^	4 ^	5 ^	6 ^

PBS

AVERAGE AUDIENCE	1.1	1.0	0.5 ^	0.2 ^	0.1 v	0.1 v	<<
SHARE AUDIENCE %	3	4	3 ^	1 ^	1 v	1 v	<<

CABLE ORIG.

AVERAGE AUDIENCE	1.4	2.7	2.3	2.3	1.8	1.6	1.2
SHARE AUDIENCE %	11	11	13	16	17	19	17

PAY SERVICES

AVERAGE AUDIENCE	4.0	3.5	2.8	2.6	1.9	1.7	1.5
SHARE AUDIENCE %	12	15	16	18	18	20	22

U.S. TV HOUSEHOLDS: 88,000,000  
(1) ABC WEEKEND REPORT-SUN, ABC (11:30-11:45)  
(2) G MICHAELS SPORTS MACHINERY (PAT), NBC (11:46-12:01)

For explanation of symbols, See page B



A-20 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEP. 7-11, 1987

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	6.5	7.9	9.8	11.6	13.7	15.4	17.2	18.3	18.7	19.7	20.0	20.7	21.6	22.5	22.8	23.2	22.7	24.0

## ABC TV

	(PAE)	(1)	(PAE)	(2)	GOOD MORNING AMERICA-730 (CO-OP) (PARTICIPATING) (TUE-FRI)	GOOD MORNING AMERICA-830 (CO-OP) (PARTICIPATING) (TUE-FRI)
AVERAGE AUDIENCE (Hhds (000) & %)	{	1,330		2,060	3,520	3,700
SHARE AUDIENCE	%	1.5		2.3	4.0	4.2
AVG. AUD BY 1/4 HR	%	1.5		2.3	4.0	4.2

## CBS TV

		CBS MORNING NEWS-6:30AM (TUE-FRI)	CBS MORNING NEWS-7:00AM (TUE-FRI)	MORNING PROGRAM (TUE-FRI)														\$25,000 PYRAMID (TUE-FRI)
AVERAGE AUDIENCE (Hhds (000) & %)	{	970	1,680	1,840	2.1	2.0	*	2.1	*	2.2	*							2,860
SHARE AUDIENCE	%	1.1	1.9	2.1	11	10	*	11	*	11	*							3.2
AVG. AUD BY 1/4 HR	%	1.0	1.1	1.8	2.0	2.0	2.0	2.1	2.1	2.4								3.0

## NBC TV

		NBC NEWS AT SUNRISE (TUE-FRI)	TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) (TUE-FRI)	TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) (TUE-FRI)														SALE OF THE CENTURY
AVERAGE AUDIENCE (Hhds (000) & %)	{	1,710	3,680	3,720	1.9	4.2		4.2		2,200								2,200
SHARE AUDIENCE	%	1.9	4.2	4.2	20	21		22		2.5								2.5
AVG. AUD BY 1/4 HR	%	1.6	4.2	4.2	2.3	4.1		4.2	4.3	11								2.4

## INDEPENDENTS

AVERAGE AUDIENCE	1.2	2.5	4.1	5.0	4.7	4.8	4.5	4.3	4.7
SHARE AUDIENCE %	17	24	28	28	24	23	20	19	21

## SUPERSTATIONS

AVERAGE AUDIENCE	0.4	0.9	1.2	1.3	1.2	1.3	1.2	1.3	1.3
SHARE AUDIENCE %	6	8	8	8	6	6	6	5	6

## PBS

AVERAGE AUDIENCE	<<	0.1	0.2	0.5	0.8	0.9	1.3	1.3	1.1
SHARE AUDIENCE %	<<	1	2	3	4	5	6	6	5

## CABLE ORIG.

AVERAGE AUDIENCE	1.0	1.2	1.4	1.6	1.8	2.1	2.5	2.9	2.8
SHARE AUDIENCE %	17	11	10	9	10	10	11	13	12

## PAY SERVICES

AVERAGE AUDIENCE	0.7	0.8	0.9	1.3	1.4	1.2	1.4	1.3	1.3
SHARE AUDIENCE %	10	8	6	7	7	6	6	5	6

U.S. TV HOUSEHOLDS: 88,600,000  
 (1) ABC WORLD NEWS-MORN-615A, (PAL), AM, (8:15-8:30), (TUE-FRI)  
 (2) ABC WORLD NEWS-MORN-645A, (PAL), ABC, (8:45-9:00), (TUE-FRI)

For explanation of symbols, See page 8.

A-22 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI, SEP. 7-11, 1987

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	22.9	23.2	23.4	24.2	24.3	25.0	26.5	27.4	27.3	28.3	29.3	29.8	29.4	29.6	28.9	29.0	29.0	29.1

## ABC TV

	WHO'S THE BOSS? M-F (TUE-FRI)(PAE)	MR. BELVEDERE- M-F (TUE-FRI)(PAE)	RYAN'S HOPE (TUE-FRI)(PAE)	LOVING (TUE-FRI)(PAE)	ALL MY CHILDREN (TUE-FRI)(PAE)	ONE LIFE TO LIVE (TUE-FRI)(PAE)
AVERAGE AUDIENCE (Hhds (000) & %)	3,340 3.8	2,260 2.6	3,190 3.6	4,080 4.6	7,110 8.0	7,210 8.1
SHARE AUDIENCE %	18	11	14	18	27 *	29 *
AVG. AUD. BY 1/4 HR	3.6	4.0	2.5	2.6	4.5	4.7

## CBS TV

	NEW CARD SHARKS (TUE-FRI)(PAE)	PRICE IS RIGHT (TUE-THU)(PAE)	PRICE IS RIGHT 2 (TUE-THU)(PAE)	YOUNG AND THE RESTLESS (TUE-THU)(PAE)	BOLD AND THE BEAUTIFUL (TUE-THU)(PAE)	AS THE WORLD TURNS (TUE&WED)(PAE)
AVERAGE AUDIENCE (Hhds (000) & %)	2,720 3.1	4,550 5.1	5,820 6.6	6,230 7.0	3,660 4.1	4,960 5.6
SHARE AUDIENCE %	15	24	29	27 *	15	20 *
AVG. AUD. BY 1/4 HR	3.0	3.1	4.8	5.5	6.5	6.7

## NBC TV

	CLASSIC CONCENTRATION (TUE-FRI)(PAE)	WHEEL OF FORTUNE (TUE-FRI)(PAE)	WIN, LOSE OR DRAW (TUE-FRI)(PAE)	SUPER PASSWORD (TUE-FRI)(PAE)	SCRABBLE (TUE-FRI)(PAE)	DAYS OF OUR LIVES (TUE-FRI)(PAE)	ANOTHER WORLD (TUE-FRI)(PAE)
AVERAGE AUDIENCE (Hhds (000) & %)	2,480 2.8	4,590 5.2	3,460 3.9	2,980 3.4	2,840 3.2	5,470 6.2	4,310 4.9
SHARE AUDIENCE %	12	24	17	13	12	21 *	17 *
AVG. AUD. BY 1/4 HR	2.8	2.8	5.0	5.4	3.9	4.0	3.4

## INDEPENDENTS

AVERAGE AUDIENCE	4.7	4.0	4.3	5.2	5.7	5.8	5.9	6.0	6.3
SHARE AUDIENCE %	20	17	17	19	21	20	20	21	22

## SUPERSTATIONS

AVERAGE AUDIENCE	1.4	1.2	1.2	1.8	2.0	1.7	1.8	1.6	1.7
SHARE AUDIENCE %	6	5	5	7	7	6	6	6	6

## PBS

AVERAGE AUDIENCE	1.0	0.9	0.9	0.8	0.8	0.9	0.7	0.7	0.9
SHARE AUDIENCE %	4	4	4	3	3	3	2	3	3

## CABLE ORIG.

AVERAGE AUDIENCE	2.8	2.9	2.8	2.5	2.5	2.8	3.2	3.6	3.6
SHARE AUDIENCE %	12	12	11	9	9	10	11	12	12

## PAY SERVICES

AVERAGE AUDIENCE	1.3	1.4	1.3	1.3	1.5	1.5	1.5	1.5	1.5
SHARE AUDIENCE %	6	6	5	5	6	5	5	5	5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	28.8	29.3	29.7	30.4	30.6	31.9	32.9	34.8	35.9	37.4	39.0	40.5	45.6	46.9	48.0	49.1

# ABC TV

← GENERAL HOSPITAL (TUE-FRI)(PAE) → (PAE) →

ABC WORLD NEWS TONIGHT

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{ 7,270  
% 8.2 8.1 \* 8.2 \*  
% 29 29 \* 29 \*  
% 8.2 8.1 8.1 8.4

8,430  
9.5  
20  
9.4 9.7

# CBS TV

← GUIDING LIGHT (TUE-THU)(PAE) → (PAE) →

CBS EVENING NEWS-RATHER (PAE)

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{ 4,190  
% 4.7 4.7 \* 4.8 \*  
% 17 17 \* 17 \*  
% 4.7 4.7 4.8 4.8

8,680  
9.8  
20  
9.4 10.2

# NBC TV

← SANTA BARBARA (TUE-FRI)(PAE) →

NBC NIGHTLY NEWS

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{ 4,140  
% 4.7 4.5 \* 4.8 \*  
% 17 16 \* 17 \*  
% 4.4 4.6 4.8 4.9

8,330  
9.4  
20  
9.4 9.4

# INDEPENDENTS

AVERAGE AUDIENCE	6.5	7.4	8.0	8.8	9.7	10.0	11.2	12.8
SHARE AUDIENCE %	22	24	25	26	26	25	24	26

# SUPERSTATIONS

AVERAGE AUDIENCE	2.0	2.5	2.8	2.9	2.8	2.7	2.6	2.9
SHARE AUDIENCE %	7	8	9	9	8	7	6	6

# PBS

AVERAGE AUDIENCE	0.7	0.8	1.1	1.1	1.1	1.2	1.3	1.2
SHARE AUDIENCE %	3	3	4	3	3	3	3	3

# CABLE ORIG.

AVERAGE AUDIENCE	3.9	3.6	4.0	4.3	4.2	4.3	3.9	4.3
SHARE AUDIENCE %	13	12	13	13	11	11	9	9

# PAY SERVICES

AVERAGE AUDIENCE	1.6	1.6	1.6	1.6	1.8	1.9	2.2	2.1
SHARE AUDIENCE %	5	5	5	5	5	5	5	4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

## A-26 Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEP. 12, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.2	7.2	9.0	10.6	12.0	14.8	17.2	19.4	21.2	23.9	24.9	26.1	27.0	27.7	29.1	30.5	31.2	31.2

## ABC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

WIND IN THE WILLOWS										MY PET MONSTER SPECIAL		REAL GHOSTBUSTERS SPECIAL		FLINTSTONE KIDS SPECIAL	
2,130										4,780		5,140		3,900	
2.4	1.6	*		2.3	*		2.7	*		5.4		5.8		4.4	
12	12	*		12	*		12	*		20		19		14	
1.5	1.8		2.1	2.5		2.7	2.8		3.1	4.9	5.8	5.7	5.9	4.6	4.3

## CBS TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

MUPPETS TAKE MANHATTAN								US OPEN TENNIS-SAT-1				US OPEN TENNIS-SAT-2 (11:00-4:00)				
2,480								1,770				3,190				
2.8	1.9	*		2.5	*		3.3	*		2.0	*	2.0	*	3.6		
14	13	*		13	*		15	*		8	*	7	*	11		
1.5	2.2		2.4	2.5		3.1	3.5		3.6	3.4	2.2	1.8	2.0	2.1	2.5	2.6

## NBC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

GUMMI BEARS (PAE)		SMURFS I		SMURFS II		SMURFS III (PAE)		FRAGGLE ROCK		ALVIN AND THE CHIPMUNKS		ALVIN-CHIPMUNKS SPECIAL (PAE)	
2,840		4,780		5,940		6,560		6,820		7,800		7,970	
3.2		5.4		6.7		7.4		7.7		8.8		9.0	
24		30		30		29		28		30		29	
2.6	3.8	4.9	5.9	6.4	7.0	7.2	7.5	7.9	7.5	8.5	9.0	9.3	8.7

## INDEPENDENTS

AVERAGE AUDIENCE	1.9	2.7	3.3	4.1	4.1	4.3	4.7	5.0	5.8
SHARE AUDIENCE %	28	28	25	22	18	17	17	17	19

## SUPERSTATIONS

AVERAGE AUDIENCE	0.6	0.9	1.0	1.3	1.2	1.2	1.1	1.2	1.6
SHARE AUDIENCE %	9	9	7	7	5	5	4	4	5

## PBS

AVERAGE AUDIENCE	<<	0.2	0.5	0.6	0.7	1.0	1.1	1.0	1.6
SHARE AUDIENCE %	<<	2	4	3	3	4	4	3	5

## CABLE ORIG.

AVERAGE AUDIENCE	1.2	1.6	1.7	2.2	3.2	4.4	4.8	5.0	5.1
SHARE AUDIENCE %	18	16	13	12	14	17	18	17	16

## PAY SERVICES

AVERAGE AUDIENCE	0.8	0.9	0.9	1.2	1.7	2.2	2.2	2.4	2.4
SHARE AUDIENCE %	1	1	7	7	8	9	8	8	8

U.S. TV HOUSEHOLDS: 88,000,000

For explanation of symbols, See page B

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	30.7	30.7	30.6	31.2	31.4	31.7	30.6	31.1	30.4	30.9	30.9	32.1	32.5	34.0	35.1	36.0	36.5	36.8

## ABC TV

	B. BUNNY & TWEEET SPECIAL	ANIMAL CRACK-UPS SPECIAL	HEALTH SHOW (1)		(2)		(3)	
AVERAGE AUDIENCE (Hhds (000) & %)	4,340 4.9	3,460 3.9	2,300 2.6	1,240 1.4			2,920 3.3	7,090 8.0
SHARE AUDIENCE %	16	13	8	4			9	21
AVG. AUD. BY 1/4 HR	4.6	5.3	3.9	3.9	2.7	2.5	1.5	1.4

## CBS TV

	US OPEN TENNIS-SAT-2 (11:00 4:00)																
AVERAGE AUDIENCE (Hhds (000) & %)		2.7		3.1	*	3.2	*	3.9	*	4.2	*	3.8		3.3	*	4.1	*
SHARE AUDIENCE %		9	*	10	*	11	*	13	*	14	*	12	*	10	*	12	*
AVG. AUD. BY 1/4 HR	2.8	2.7	3.2	3.0	3.0	3.4	3.8	4.1	4.3	4.2	3.8	3.7	3.3	3.3	3.8	4.5	4.6

## NBC TV

	NEW ARCHIES		FOOFUR (PAE)		I'M TELLING		(4)		NBC MAJOR LEAGUE BASEBALL ST LOUIS VS NY METS, LA VS ATLANTA (MULTI SEGMENT) (PAE)	
AVERAGE AUDIENCE (Hhds (000) & %)	5,670 6.4	3,010 3.4	2,220 2.5				4,160 4.7	5,050 5.7		
SHARE AUDIENCE %	21	13	9				15	16	6.3	*
AVG. AUD. BY 1/4 HR	6.5	6.3	3.5	3.3	2.5	2.5	4.5	4.9	5.9	6.8

## INDEPENDENTS

AVERAGE AUDIENCE	6.8	6.8	8.1	7.5	7.7	8.2	8.3	8.5	8.2
SHARE AUDIENCE %	22	22	26	24	25	26	25	24	22

## SUPERSTATIONS

AVERAGE AUDIENCE	1.9	1.7	2.0	2.2	2.3	2.1	2.1	2.4	2.0
SHARE AUDIENCE %	6	6	6	7	8	7	6	7	5

## PBS

AVERAGE AUDIENCE	1.3	1.0	0.9	1.3	1.4	1.7	1.6	1.7	1.3
SHARE AUDIENCE %	4	3	3	4	5	5	5	5	4

## CABLE ORIG.

AVERAGE AUDIENCE	4.7	5.9	5.4	5.6	5.4	5.1	6.4	6.9	6.9
SHARE AUDIENCE %	15	19	17	18	18	16	19	19	19

## PAY SERVICES

AVERAGE AUDIENCE	2.5	2.8	3.1	3.0	3.0	2.8	2.3	3.0	3.3
SHARE AUDIENCE %	8	9	10	10	10	9	7	8	9

U.S. TV HOUSEHOLDS: 88,600,000

- (1) ABC WEEKEND SPEC: THE AMAZING BUNJEE ADVENTURE, ABC, (1:00-1:30), (S)  
 (2) ABC COLLEGE FOOTBALL-PRE (PAE), ABC, (3:00-3:23)  
 (3) ABC COLLEGE FOOTBALL-GAME, NOTRE DAME VS MICHIGAN, (PAE), ABC, (3:23-6:50)  
 (4) NBC MAJOR LEAGUE PRE GAME, (PAE), NBC, (2:00-2:20)

For explanation of symbols, See page B

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT		35.8	36.1	37.0	36.7	36.9	37.0	38.1	39.2	41.5	43.2	44.3	44.4					

## ABC TV

**AVERAGE AUDIENCE**  
(Hhlds (000) & %)  
**SHARE AUDIENCE**  
**AVG. AUD. BY 1/4 HR**

~~ABC COLLEGE FOOTBALL GAME~~ (1)  
NOTRE DAME VS MICHIGAN  
(3:23-6:50)(PAE)

	7.9	*	8.3	*	7.4	*	8.8	*	9.1	*	5,400
	22	*	22	*	20	*	23	*	22	*	6.1
7.6	8.2		8.5		7.8	8.8	8.8	9.0	9.2	9.4	14
				6.9							6.1

## CBS TV

**AVERAGE AUDIENCE**  
(Hhlds (000) & %)  
**SHARE AUDIENCE**  
**AVG. AUD. BY 1/4 HR**

US OPEN TENNIS-SAT-3  
(4:00-7:30)

[illegible]

NBC TV

**AVERAGE AUDIENCE**  
(Hhds (000) & %)  
**SHARE AUDIENCE**  
**AVG. AUD. BY 1/4 HR**

—NBC MAJOR LEAGUE BASEBALL—  
ST LOUIS VS NY METS, LA VS ATLANTA  
(MULTI SEGMENT)(PAE)

NBC NIGHTLY  
NEWS-SAT.

	5.3	*	5.4	*	5.3	*	7.710	
	15	*	15	*	14	*	8.7	
5.4	5.3		5.3	5.6	4.7		19	
							8.5	8.9

## INDEPENDENTS

[illegible]

8.3 23	9.4 25	10.0 27	10.9 28	10.5 25	11.3 25
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## SUPERSTATIONS

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	1,000,000	10.0
2	2,000,000	20.0
3	3,000,000	30.0
4	4,000,000	40.0
5	5,000,000	50.0
6	6,000,000	60.0
7	7,000,000	70.0
8	8,000,000	80.0
9	9,000,000	90.0
10	10,000,000	100.0

2.3 6	2.2 6	2.4 7	2.7 7	2.6 6	3.1 7
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**PBS**

PROGRAM	VIEWERS*	Ratings		RANK	LAST WEEK	SEVEN DAYS LAST WEEK	RATING POINT DIFF.	VIEWERS DIFF.	RANK DIFF.	LAST WEEK'S VIEWERS	LAST WEEK'S RATING	LAST WEEK'S RANK	LAST WEEK'S VIEWERS DIFF.	LAST WEEK'S RATING DIFF.	LAST WEEK'S RANK DIFF.	LAST WEEK'S VIEWERS RANK	LAST WEEK'S RATING RANK	LAST WEEK'S VIEWERS RANK DIFF.	LAST WEEK'S RATING RANK DIFF.
		VIEWERS	SHARE																
1	10.0	10.0	10.0	1	1	1	0.0	0.0	0	10.0	10.0	1	0.0	0.0	0	1	1	0	0
2	9.5	9.5	9.5	2	2	2	0.0	0.0	0	9.5	9.5	2	0.0	0.0	0	2	2	0	0
3	9.0	9.0	9.0	3	3	3	0.0	0.0	0	9.0	9.0	3	0.0	0.0	0	3	3	0	0
4	8.5	8.5	8.5	4	4	4	0.0	0.0	0	8.5	8.5	4	0.0	0.0	0	4	4	0	0
5	8.0	8.0	8.0	5	5	5	0.0	0.0	0	8.0	8.0	5	0.0	0.0	0	5	5	0	0
6	7.5	7.5	7.5	6	6	6	0.0	0.0	0	7.5	7.5	6	0.0	0.0	0	6	6	0	0
7	7.0	7.0	7.0	7	7	7	0.0	0.0	0	7.0	7.0	7	0.0	0.0	0	7	7	0	0
8	6.5	6.5	6.5	8	8	8	0.0	0.0	0	6.5	6.5	8	0.0	0.0	0	8	8	0	0
9	6.0	6.0	6.0	9	9	9	0.0	0.0	0	6.0	6.0	9	0.0	0.0	0	9	9	0	0
10	5.5	5.5	5.5	10	10	10	0.0	0.0	0	5.5	5.5	10	0.0	0.0	0	10	10	0	0
11	5.0	5.0	5.0	11	11	11	0.0	0.0	0	5.0	5.0	11	0.0	0.0	0	11	11	0	0
12	4.5	4.5	4.5	12	12	12	0.0	0.0	0	4.5	4.5	12	0.0	0.0	0	12	12	0	0
13	4.0	4.0	4.0	13	13	13	0.0	0.0	0	4.0	4.0	13	0.0	0.0	0	13	13	0	0
14	3.5	3.5	3.5	14	14	14	0.0	0.0	0	3.5	3.5	14	0.0	0.0	0	14	14	0	0
15	3.0	3.0	3.0	15	15	15	0.0	0.0	0	3.0	3.0	15	0.0	0.0	0	15	15	0	0
16	2.5	2.5	2.5	16	16	16	0.0	0.0	0	2.5	2.5	16	0.0	0.0	0	16	16	0	0
17	2.0	2.0	2.0	17	17	17	0.0	0.0	0	2.0	2.0	17	0.0	0.0	0	17	17	0	0
18	1.5	1.5	1.5	18	18	18	0.0	0.0	0	1.5	1.5	18	0.0	0.0	0	18	18	0	0
19	1.0	1.0	1.0	19	19	19	0.0	0.0	0	1.0	1.0	19	0.0	0.0	0	19	19	0	0
20	0.5	0.5	0.5	20	20	20	0.0	0.0	0	0.5	0.5	20	0.0	0.0	0	20	20	0	0

0.9	1.2	1.4	1.5	1.7	1.8
3	3	4	4	4	4

## CABLE ORIG.

PROGRAM	VIEWERS*	Ratings		RANK
		VIEWERS	SHARE	
1	1,000,000	1.0	1.0	1
2	900,000	0.9	0.9	2
3	800,000	0.8	0.8	3
4	700,000	0.7	0.7	4
5	600,000	0.6	0.6	5
6	500,000	0.5	0.5	6
7	400,000	0.4	0.4	7
8	300,000	0.3	0.3	8
9	200,000	0.2	0.2	9
10	100,000	0.1	0.1	10

8.9 16	5.7 15	7.0 19	7.8 20	7.8 18	7.4 17
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## PAY SERVICES

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1. <i>THE MENTALIST</i>	1.1	1.1
2. <i>THE MENTALIST</i>	1.1	1.1
3. <i>THE MENTALIST</i>	1.1	1.1
4. <i>THE MENTALIST</i>	1.1	1.1
5. <i>THE MENTALIST</i>	1.1	1.1
6. <i>THE MENTALIST</i>	1.1	1.1
7. <i>THE MENTALIST</i>	1.1	1.1
8. <i>THE MENTALIST</i>	1.1	1.1
9. <i>THE MENTALIST</i>	1.1	1.1
10. <i>THE MENTALIST</i>	1.1	1.1
11. <i>THE MENTALIST</i>	1.1	1.1
12. <i>THE MENTALIST</i>	1.1	1.1
13. <i>THE MENTALIST</i>	1.1	1.1
14. <i>THE MENTALIST</i>	1.1	1.1
15. <i>THE MENTALIST</i>	1.1	1.1
16. <i>THE MENTALIST</i>	1.1	1.1
17. <i>THE MENTALIST</i>	1.1	1.1
18. <i>THE MENTALIST</i>	1.1	1.1
19. <i>THE MENTALIST</i>	1.1	1.1
20. <i>THE MENTALIST</i>	1.1	1.1
21. <i>THE MENTALIST</i>	1.1	1.1
22. <i>THE MENTALIST</i>	1.1	1.1
23. <i>THE MENTALIST</i>	1.1	1.1
24. <i>THE MENTALIST</i>	1.1	1.1
25. <i>THE MENTALIST</i>	1.1	1.1
26. <i>THE MENTALIST</i>	1.1	1.1
27. <i>THE MENTALIST</i>	1.1	1.1
28. <i>THE MENTALIST</i>	1.1	1.1
29. <i>THE MENTALIST</i>	1.1	1.1
30. <i>THE MENTALIST</i>	1.1	1.1
31. <i>THE MENTALIST</i>	1.1	1.1
32. <i>THE MENTALIST</i>	1.1	1.1
33. <i>THE MENTALIST</i>	1.1	1.1
34. <i>THE MENTALIST</i>	1.1	1.1
35. <i>THE MENTALIST</i>	1.1	1.1
36. <i>THE MENTALIST</i>	1.1	1.1
37. <i>THE MENTALIST</i>	1.1	1.1
38. <i>THE MENTALIST</i>	1.1	1.1
39. <i>THE MENTALIST</i>	1.1	1.1
40. <i>THE MENTALIST</i>	1.1	1.1
41. <i>THE MENTALIST</i>	1.1	1.1
42. <i>THE MENTALIST</i>	1.1	1.1
43. <i>THE MENTALIST</i>	1.1	1.1
44. <i>THE MENTALIST</i>	1.1	1.1
45. <i>THE MENTALIST</i>	1.1	1.1
46. <i>THE MENTALIST</i>	1.1	1.1
47. <i>THE MENTALIST</i>	1.1	1.1
48. <i>THE MENTALIST</i>	1.1	1.1
49. <i>THE MENTALIST</i>	1.1	1.1
50. <i>THE MENTALIST</i>	1.1	1.1
51. <i>THE MENTALIST</i>	1.1	1.1
52. <i>THE MENTALIST</i>	1.1	1.1
53. <i>THE MENTALIST</i>	1.1	1.1
54. <i>THE MENTALIST</i>	1.1	1.1
55. <i>THE MENTALIST</i>	1.1	1.1
56. <i>THE MENTALIST</i>	1.1	1.1
57. <i>THE MENTALIST</i>	1.1	1.1
58. <i>THE MENTALIST</i>	1.1	1.1
59. <i>THE MENTALIST</i>	1.1	1.1
60. <i>THE MENTALIST</i>	1.1	1.1
61. <i>THE MENTALIST</i>	1.1	1.1
62. <i>THE MENTALIST</i>	1.1	1.1
63. <i>THE MENTALIST</i>	1.1	1.1
64. <i>THE MENTALIST</i>	1.1	1.1
65. <i>THE MENTALIST</i>	1.1	1.1
66. <i>THE MENTALIST</i>	1.1	1.1
67. <i>THE MENTALIST</i>	1.1	1.1
68. <i>THE MENTALIST</i>	1.1	1.1
69. <i>THE MENTALIST</i>	1.1	1.1
70. <i>THE MENTALIST</i>	1.1	1.1
71. <i>THE MENTALIST</i>	1.1	1.1
72. <i>THE MENTALIST</i>	1.1	1.1
73. <i>THE MENTALIST</i>	1.1	1.1
74. <i>THE MENTALIST</i>	1.1	1.1
75. <i>THE MENTALIST</i>	1.1	1.1
76. <i>THE MENTALIST</i>	1.1	1.1
77. <i>THE MENTALIST</i>	1.1	1.1
78. <i>THE MENTALIST</i>	1.1	1.1
79. <i>THE MENTALIST</i>	1.1	1.1
80. <i>THE MENTALIST</i>	1.1	1.1
81. <i>THE MENTALIST</i>	1.1	1.1
82. <i>THE MENTALIST</i>	1.1	1.1
83. <i>THE MENTALIST</i>	1.1	1.1
84. <i>THE MENTALIST</i>	1.1	1.1
85. <i>THE MENTALIST</i>	1.1	1.1
86. <i>THE MENTALIST</i>	1.1	1.1
87. <i>THE MENTALIST</i>	1.1	1.1
88. <i>THE MENTALIST</i>	1.1	1.1
89. <i>THE MENTALIST</i>	1.1	1.1
90. <i>THE MENTALIST</i>	1.1	1.1
91. <i>THE MENTALIST</i>	1.1	1.1
92. <i>THE MENTALIST</i>	1.1	1.1
93. <i>THE MENTALIST</i>	1.1	1.1
94. <i>THE MENTALIST</i>	1.1	1.1
95. <i>THE MENTALIST&lt;/</i>		

3.4	3.0	2.5	2.5	2.7	3.0
9	8	7	6	6	7

U.S. TV HOUSEHOLDS: 88,600,000  
(1) ABC COLLEGE FOOTBALL-POST, (PAI), ABC, (6:50-7:00)

For explanation of symbols, See page 8.



TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	5.3	5.6	6.5	7.5	9.6	12.1	14.7	17.0	19.9	21.9	22.8	24.4	26.1	27.1	26.7	26.9	28.3	29.2

# ABC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

# CBS TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

FOR OUR TIMES  
(SUS)

SUNDAY MORNING

FACE THE  
NATION

4,160  
4.7  
19  
4.0  
4.1  
19  
4.3  
\*  
\*  
4.7  
4.8  
20  
4.8  
\*  
\*  
5.1  
5.2  
19  
5.2  
\*  
\*  
2,220  
2.5  
9  
2.5  
2.5

# NBC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

# INDEPENDENTS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

# SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

# PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

# CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

# PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	29.6	29.9	30.4	31.9	33.0	34.3	36.3	37.6	38.5	39.2	39.1	38.9	38.2	39.0	39.6	40.1	40.4	40.9

## ABC TV

← THIS WEEK-DAVID BRINKLEY → BUSINESS WORLD

AVERAGE AUDIENCE (Hhds (000) & %)	{	2,750				1,240												
SHARE AUDIENCE	%	3.1	3.0 *		3.2 *	1.4												
AVG. AUD. BY 1/4 HR	%	10	10 *		10 *	4												
	%	3.0	3.0	3.2	3.3	1.3	1.4											

## CBS TV

CBS NFL TODAY ←

CBS NFL FOOTBALL GAME 1  
VARIOUS TEAMS AND TIMES  
(MULTI SEGMENT)(PAE)

AVERAGE AUDIENCE (Hhds (000) & %)	{				5,490		11,960											
SHARE AUDIENCE	%				6.2		13.5	11.7 *		13.7 *		14.1 *		12.8 *		14.8 *		14.3 *
AVG. AUD. BY 1/4 HR	%				19		34	32 *		35 *		36 *		33 *		37 *		35 *
	%				5.8	6.7	10.8	12.7	13.6	13.6	14.4	14.0	12.9	13.0	14.5	15.0	14.5	13.9

## NBC TV

MEET THE PRESS NFL LIVE ←

NFL GAME 1  
VARIOUS TEAMS AND TIMES  
(MULTI SEGMENT)(PAE)

AVERAGE AUDIENCE (Hhds (000) & %)	{			1,860		4,080		6,560										
SHARE AUDIENCE	%			2.1		4.6		7.4	5.8 *	7.2 *		7.5 *		7.6 *		7.6 *		8.5 *
AVG. AUD. BY 1/4 HR	%			7		14		19	16 *	19 *		19 *		20 *		19 *		21 *
	%			2.0	2.2	4.1	5.0	5.7	6.1	7.0	7.3	7.2	7.6	7.2	7.9	7.8	7.6	8.0
	%																	9.0

## INDEPENDENTS

AVERAGE AUDIENCE	10.3		10.7		11.5		9.2		8.9		8.1		7.9		7.5		7.8
SHARE AUDIENCE %	35		34		34		25		23		21		20		19		19

## SUPERSTATIONS

AVERAGE AUDIENCE	3.4		4.0		4.2		2.9		3.1		2.3		2.1		2.0		2.2
SHARE AUDIENCE %	11		13		13		8		8		6		5		5		5

## PBS

AVERAGE AUDIENCE	1.3		1.6		1.6		1.2		0.9		1.0		1.1		1.0		0.8
SHARE AUDIENCE %	4		5		5		3		2		3		3		3		2

## CABLE ORIG.

AVERAGE AUDIENCE	8.7		5.4		5.1		4.5		4.4		4.7		5.2		4.5		4.3
SHARE AUDIENCE %	22		17		15		12		11		12		13		11		11

## PAY SERVICES

AVERAGE AUDIENCE	2.4		2.2		1.9		2.5		2.5		2.5		2.2		2.1		2.4
SHARE AUDIENCE %	8		7		6		7		6		6		6		5		6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	40.8	41.4	41.2	41.0	40.7	42.0	42.0	42.8	44.0	45.1	45.6	46.3						

**ABC TV**

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

ABC WRLD NEWS  
TONIGHT-SUN  
(PAE)

6,290  
7.1  
15  
7.0 7.2

**CBS TV**

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

(1) (2)

US OPEN TENNIS-SU-RAINOUT  
(4:36-7:00)(PAE)

6,020 2,920  
6.8 3.3 4.4 \* 3.5 \* 3.0 \* 2.5 \* 3.1 \*  
17 8 11 \* 8 \* 7 \* 6 \* 7 \*  
12.8 8.0 5.0 4.1 3.8 3.2 2.7 3.2 2.5 2.5 2.8 3.5

**NBC TV**

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

(3)

NFL GAME 2  
L A RAIDERS VS GREEN BAY SEATTLE VS DENVER  
(MULTI SEGMENT)(PAE)

14,800  
16.7 15.1 \* 17.1 \* 16.7 \* 17.5 \* 18.1 \*  
39 37 \* 41 \* 39 \* 39 \* 39 \*  
7.2 11.8 14.4 15.7 16.7 17.5 17.1 16.3 17.4 17.7 18.2 17.9

**INDEPENDENTS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

8.7 9.7 9.8 10.4 10.5 10.3  
21 24 24 25 24 22

**SUPERSTATIONS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.1 2.2 2.2 2.5 3.1 2.9  
5 5 5 6 7 6

**PBS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.1 1.2 1.2 1.4 1.1 1.5  
3 3 3 3 2 3

**CABLE ORIG.**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

4.2 4.4 4.2 4.9 4.0 4.6  
10 11 10 12 9 10

**PAY SERVICES**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.9 3.2 2.8 2.5 2.3 2.5  
7 8 7 6 5 5

U.S. TV HOUSEHOLDS: 88,600,000

(1) CBS NFL FOOTBALL GAME 1, VARIOUS TEAMS AND TIMES, (PAE), CBS, (MULTI SEGMENT)  
(2) CBS NFL FOOTBALL POST, VARIOUS TEAMS AND TIMES, (PAE), CBS, (MULTI SEGMENT)  
(3) NFL GAME 1, VARIOUS TEAMS AND TIMES, (PAE), NBC, (MULTI SEGMENT)

For explanation of symbols, See page B.